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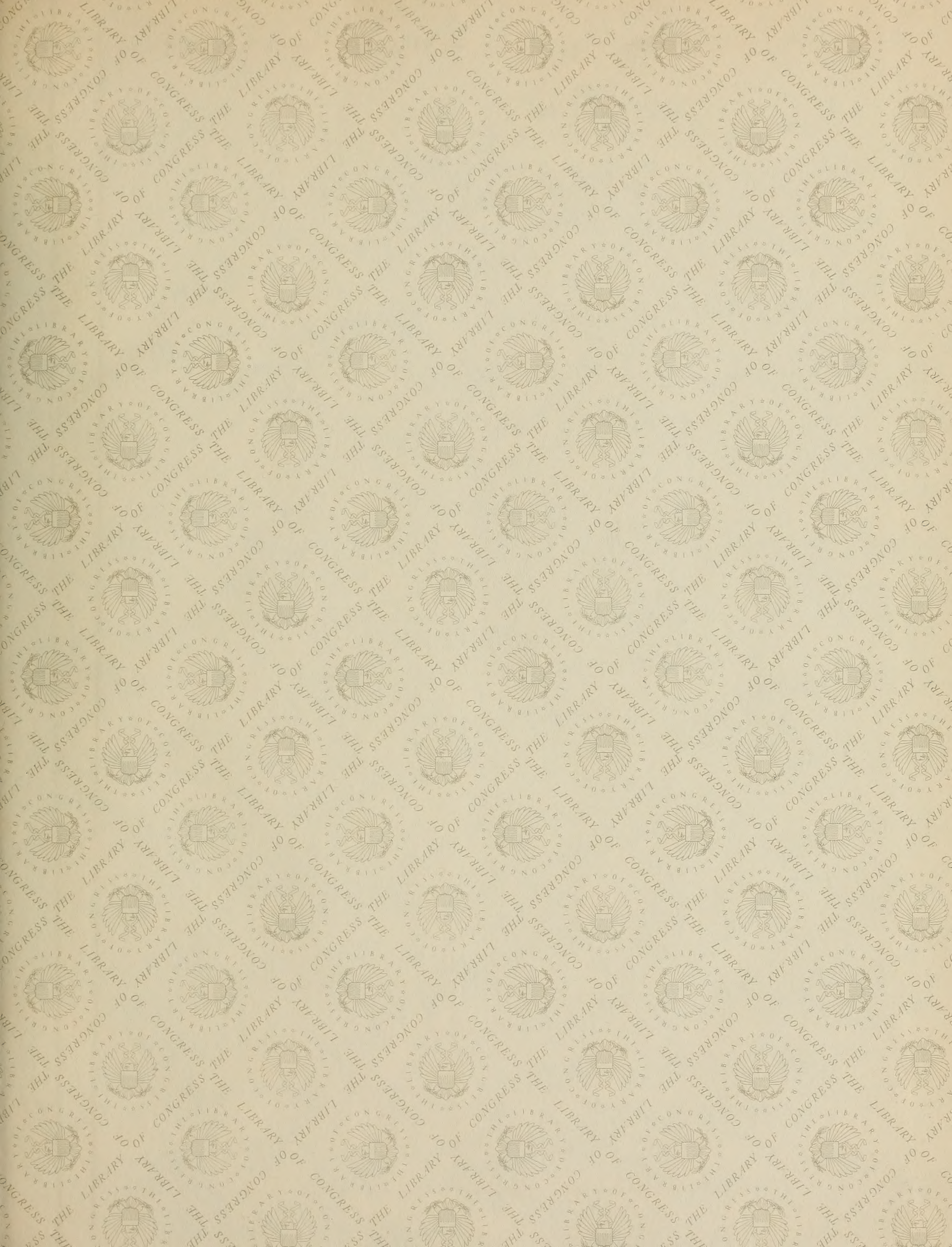
THE LIBRARY OF CONGRESS

CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 10, PART 11B, NUMBER 1

Commercial Prints and Labels

JANUARY–JUNE
1956

COPYRIGHT OFFICE
THE LIBRARY OF CONGRESS
WASHINGTON : 1956

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Preface

The CATALOG OF COPYRIGHT ENTRIES is published by authority of sections 210 and 211 of Title 17 of the *United States Code*. Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

The *Catalog* is subdivided to represent the classes of material listed in section 5 of said Title 17. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to distinguish the classes, and the prices of the semiannual issues. The annual subscription for each part is twice the price of a single issue and the complete catalog, including all parts, may be secured on a subscription basis for $20 a year.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant, as given in the application for registration, the copyright date, the copyright registration number, etc.). Available information in the records of the Copyright Office, including information relating to subsequent changes of ownership, can be obtained upon request and upon payment to the Register of Copyrights of the fee specified in section 215 of said Title 17 ($3 for each hour of time consumed) for the conduct of a search of the records.

In the case of each registration listed, except for renewals, the deposit of a copy (or copies) of the work has been made in accordance with the provisions contained in sections 12, 13, or 215 of said Title 17, or, in the case of published three-dimensional works of art, there has been compliance with section 202.8 (b) (3) of the regulations of the Copyright Office published in the *Code of Federal Regulations*, 1949 edition, which provides for the deposit of identifying reproductions in lieu of the work itself. Foreign works, two copies of which were deposited with a catalog card and application for registration under the waiver-of-fee provision in section 215 of Title 17 of the *United States Code*, are indicated by a zero immediately following the alphabetical symbol in the registration number.

For a more complete description of the contents of this issue of the *Catalog* see p. vii.

Orders, payable in advance, for all parts of the *Catalog of Copyright Entries* should be sent directly to the Register of Copyrights, Library of Congress, Washington 25, D. C. Orders may be placed for individual issues, as subscriptions for one or more parts, or for the complete *Catalog*, and for periods of one or more years. All orders should state clearly the title and the inclusive dates of the part wanted. Checks or money orders should be made payable to the Register of Copyrights.

The Copyright Office welcomes inquiries, suggestions and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D. C.

Table of Organization

Each part listed in the table records all current registrations in the class or classes indicated by the alphabetical symbols given. In each case the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for purposes of statistical analysis. A zero immediately following the symbol (e. g., AF0, EF0) distinguishes a foreign work deposited under the waiver-of-fee provision. The symbol R does not represent a class designated by the copyright law, but has been adopted by the Copyright Office to distinguish renewal copyright registrations. These are recorded in a separate section of those parts of the *Catalog* which cover the classes in which the works were originally registered with the exception of music. Some parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the part.

		Price per semiannual issue
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F	Maps	
R	Renewal registrations	
Parts 7–11A Works of Art, Reproductions of Works of Art, Scientific and Technical Drawings, Photographic Works, Prints and Pictorial Illustrations		1.00
GP	Published works of art and designs for works of art	
GU	Unpublished works of art and designs for works of art	
H	Reproductions of works of art published in the United States	
HF	Reproductions of works of art published abroad	
IP	Published drawings or plastic works of a scientific or technical character	
IU	Unpublished drawings or plastic works of a scientific or technical character	
JP	Published photographs	
JU	Unpublished photographs	
K	Prints and pictorial illustrations published in the United States	
KF	Prints and pictorial illustrations published abroad	
R	Renewal registrations	
Part 11B Commercial Prints and Labels		1.00
KK	Commercial prints and labels	
R	Renewal registrations	
Parts 12–13 Motion Pictures and Filmstrips		.50
LP	Published motion picture photoplays	
LU	Unpublished motion picture photoplays	
MP	Published motion pictures other than photoplays	
MU	Unpublished motion pictures other than photoplays	
R	Renewal registrations	

TABLE OF CONTENTS

	Page
Current Registrations	1
Renewal Registrations	103

INTRODUCTION

PART 11B lists prints and labels, published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in Class K under the symbol KK.

Each work registered is described in a main entry which includes information pertinent to the copyright claim, listed under the name of the copyright claimant. Renewals are listed under the name of the renewal claimant. The copyright symbol © following the name under which the entry is filed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper; e. g.:

BABSON BROS. CO. ©
Electrobrain. © 8Jan56; KK113389.

The name of the claimant is repeated in the entry whenever it is necessary to record additional information from the application not given in the heading; e. g.:

B & C PRODUCTS CO.
Reflective emblem. © George H. Blinco & Glenn P. Coan d. b. a. B&C Products Co.; 10Jan 56; KK113299.

References are made from the names of joint claimants. Title references are included in the renewal section.

Each main entry for currently registered works includes, in addition to the name under which it is filed, the following items of information if available and applicable:

1) Title.
2) Statement of the nature of the article of merchandise or service to which the print or label relates if not indicated elsewhere in the entry.
3) Brief physical description of the item. Labels are designated by the term "label." Prints are described by such terms as "sheet," "card," etc., or, if published in a newspaper or periodical, the name and issue date of the publication are given when the information is available either from the application or the copy.
4) Names of authors given in the application which do not appear elsewhere in the entry.
5) Name of the employer in the case of a work made for hire, if so named in the application, together with the names of the employees when given.
6) Copyright symbol ©.
7) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
8) Date of publication as given in the application.
9) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e. g., © Richard Roe & Co.; 8Jan56 (in notice: 1955); KK113000.

For renewal registrations, the main entry includes, in addition to the name or title under which it is filed, the following items of information if available and applicable:

1) Title.
2) Statement of the nature of the article to which the print or label relates if not indicated elsewhere in the entry.
3) Date of original copyright.
4) Original registration number.

5) Name of the renewal claimant followed by a statement in parentheses, usually in abbreviated form, giving the basis of the renewal claim as supplied by the claimant; e. g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co., as proprietor.
6) Date of receipt of the renewal application or fee, whichever is later.
7) Renewal registration number.

ABBREVIATIONS AND SYMBOLS

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.k.a.	—also known as
appl.	—application
©	—copyright symbol
ca.	—circa
col.	—colored
d.b.a.	—doing business as
l.	—leaf, leaves
NM	—new matter
p.	—page, pages
(P)	—proprietor of a commercial print or label
pseud.	—pseudonym
pub.	—published, publishing
rev.	—revised
t.a.	—trading as
v.. vol(s)	—volume, volumes

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

January–June 1956

Commercial prints and labels	4, 748
Renewals	45

The figures represent the number of registrations for commercial prints and labels for January–June 1956, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Each registration is entered under the name of the copyright claimant. Cross-references from other names associated with the claim of copyright are interfiled.

A

A. K. YOUNG AT HEART.

Bag & lapels, pocket. Sheet. © Alfred Kather d.b.a. A. K. Young At Heart; 2Mar56; KK115555.

ABBOTT LABORATORIES. ©

Contra la dermatitis seborreica del cuero cabelluda. Selsun. Pharmaceuticals. Folder. Appl. author: Thomas S. Bird. © 10Feb56; KK114663.

Dayalets, Abbott's multiple vitamin tablets. Folder. Appl. author: C. S. Downs. © 6Jun56; KK117640.

Desbutal to counteract extremes of emotion. Print no.603510. Pharmaceutical. Folder. Appl. author: C. S. Downs. © 15Mar56; KK115173.

Don Carbohidrato. Dayamineral. Pharmaceuticals. Folder. Appl. author: Thomas S. Bird. © 14Mar56; KK115487.

Fluid & electrolyte balance. No.97-0125. Chart. Pharmaceuticals. Appl. author: C. S. Downs. © 23Feb56; KK114819.

For a sound sleep tonight, a calm day tomorrow. Nembu-Serpin. Print no.602507. Pharmaceuticals. Folder. Appl. author: C. S. Downs. © 27Feb56; KK114570.

He's heard the call for Vi-Daylin. Print no.601518. Pharmaceuticals. Folder. Appl. author: C. S. Downs. © 27Feb56 (in notice: 1955); KK114569.

Pentothal sodium established as the intravenous anesthetic of choice ... Print no. 97-0413. Pharmaceuticals. Chart. Appl. author: C. S. Downs. © 19Jan56; KK113856.

Selsun. The patient with seborrheic dermatitis of the scalp, she needs your help. Print no.603501. Pharmaceutical. Folder. Appl. author: C. S. Downs. © 27Mar56; KK115337.

El Sr. Carne-Papas. Dayamineral. Pharmaceuticals. Folder. Appl. author: Thomas S. Bird. © 23Jan56; KK114842.

They've heard the call for Vi-Daylin. Print no.512005. Pharmaceuticals. Folder. Appl. author: C. S. Downs. © 30Dec55; KK113440.

ACADEMIC INSTRUMENT CO.

New eagle-eyed Door-O-Scope protects your home against intruders. Optical door-viewer. Folder. © Academic Instrument Co., Simeon Gest, owner; 10Jan56; KK114006.

ACCURATE PARTS, INC. ©

Accurate starter drive identification chart; screw type drives, barrel type drives, clutch type drives. Appl. author: Charles R. Hicks. © 31May56; KK116921.

ACCURATE STEEL RULE DIE MANUFACTURERS. ©

The answer to your production problems is in the bag. Folder. Appl. author: M. Lee Scott. © 30Dec55; KK116577.

Idle presses can not earn profits. Folder. Appl. author: M. Lee Scott. © 23Dec55; KK117564.

In case of emergency, open here. Folder. Appl. author: M. Lee Scott. © 23Jan56 (in notice: 1955); KK113715.

Is die making your bottle neck? Folder. Appl. author: M. Lee Scott. © 23Jan56 (in notice: 1955); KK113724.

The long and short of it. Folder. Appl. author: M. Lee Scott. © 23Dec55; KK117565.

Mr. Printer, do you know? You are a folding box mfr. Folder. Appl. author: Erhardt K. Scott. © 19Dec55; KK114173.

Not the day before, not the day after, but the same day. Folder. Appl. author: M. Lee Scott. © 20Mar56 (in notice: 1955); KK115310.

Prescription for handbag production headaches. Folder. Appl. author: M. Lee Scott. © 12Dec55; KK116576.

Set up box manufacturers, stop losing business. Folder. Appl. author: M. Lee Scott. © 30Dec55; KK116578.

Why do set-up box manufacturers prefer us? Folder. Appl. author: M. Lee Scott. © 23Dec55; KK117563.

ACME CHEMICAL CO. ©

Our oil burner troubles are over, thanks to Thermo-Kleen, the 4-way fuel oil conditioner. Sheet. Appl. author: George J. Halaska. © 8Feb56; KK113907.

Solvin for urinals. Sanitation-maintenance products. Sheet. Appl. author: George J. Halaska. © 21Oct55; KK113671.

ACME SPRING CO. ©

Tiger brand Lock Seal; design. Label. © 24Dec55; KK113291.

ACOUSTICON. ©

Tomorrow's hearing, today ... Eyeglass hearing aid. Folder. Appl. author: Stanley Osserman. © 16Jan56; KK114108.

ACTON MANUFACTURING CO., INC. ©

The new Acton, no.225, pre-mix. Beverage coolers. Folder. Appl. author: Grant M. Acton. © 28Apr56; KK116647.

ADASQUARE CO. ©

Adasquare, the golden hobby for 6 to 96. Kit. Label. Appl. author: Miriam Rodier. © 11May56; KK116979.

ADCRAFTERS OF AMERICA. ©

Facts every saver should know. Bank service. Folder. Appl. author: Harold Emil Niemann. © 12Jan56; KK115144.

ADDRESSOGRAPH-MULTIGRAPH CORP. ©

Looking for new ways to cut paperwork costs? Multilith Systemat master. (In Time, Mar. 14, 1955, p.117) Appl. author: Charles Farran. © 10Mar55; KK116980.

Multilith masters with built-in image control assure quality copies, ask about them. AD 386M. Invoice & envelope sticker. Label. Appl. author: Henry L. Metz. © 27Jan56; KK115524.

Now, 1956 class 1250 Multigraph Multilith offset duplicator. (In Time, Feb. 20, 1956, p.91) Appl. author: Charles Farran. © 16Feb56; KK114583.

Presenting the new, portable, low-cost Addressograph, for departmental use in large business, for repetitive writing in every business. Model 30. (In Time, May 16, 1955, p.103) Appl. author: Charles Farran. © 12May55; KK116981.

These may be your most expensive tools. Production machines for business records. (In Business week, Apr. 30, 1955, p.99) Appl. author: Charles Farran. © 30Apr55; KK116982.

ADOLPH'S, LTD. ©

Exciting new ways to cook meat with Adolph's. Meat tenderizer. 10 p. © Adolph's, Ltd.; 1Mar56; KK116022.

Here's a sleeping giant with red hot potential. Meat tenderizer. Pamphlet. © 16Jan56; KK113981.

9 braising cuts can be broiled or oven roasted now with meat tenderizer. Folder. © Adolph's, Ltd. t.a. Adolph's Meat Tenderizer; 1Oct55; KK113206.

ADVANCE ALUMINUM CASTINGS CORP. ©

Before you use your Minitmaid cooker, read these simple directions. Sheet. © 23Apr56; KK117092.

Before you use your Miracle Maid cookware, follow these simple rules. Sheet. © 23Apr56; KK117091.

AEROQUIP CORP. ©
Aeroquip farm hose and couplings. (Farm catalog) Bulletin no.171. 7 p. © 1Mar56; KK115698.

AFFILIATED CLOTHIERS, INC. ©
Nationally advertised Broadmoor tie-in mats available without cost to member stores of Affiliated Clothiers, Inc. only. Mat nos. 56-1, 56-2, 56-3. Men's clothing. Sheet. © 5Apr56; KK116611.

AGRICULTURAL SPECIALTIES. ©
Special formula, Lindane 20, insecticide concentrate. Contents five gallons. Label. Appl. author: Thurmond A. Williamson. © 4Jun56; KK117241.

AIELLO DAIRY FARMS CO. ©
Miss Dairy Maid beauty & popularity contest. Display card. Appl. author: Vincent Rossini. © 1Sep55; KK113322.

AIGNER (G. J.) CO. ©
AICO Tu-Face check guides for filing cancelled checks. AICO Tu-Face index tab. Sheet. © 1May56; KK116832.

AIR REDUCTION CO., INC. ©
Airco Electrodes; mild steel. Label. © 5Feb56; KK114392.

AIR SHADE CO., INC. ©
Presenting Air Shade, America's finest aluminum awnings. Folder. Appl. author: Elmer G. Voelker. © 15May56; KK116583.

ALBIN, CHARLES H. & JULE R. VON STERNBERG composing the firm SHOW-HOUSE. SEE Show-House.

ALCO OF TEXAS, INC. ©
Lucky Dots will be advertised in Seventeen. Moccasins. Card. © 20Feb56; KK115730.

ALDAN RUBBER CO. ©
Aldanack. Folder. v.17, no.12. © 22Nov55; KK113762.

ALEXANDER-TAGG INDUSTRIES, INC. ©
ATI Engine-Mated heavy duty mufflers. Catalog no.101. 10 p. Appl. author: E. N. Alexander. © 4Apr56; KK116116.

Specifications for ATI Engine-Mated mufflers. Sheet. Appl. author: E. N. Alexander. © 4Apr56; KK116118.

2 big reasons ... Dual exhaust kits. Sheet. Appl. author: E. N. Alexander. © 4Apr56; KK116117.

ALLEMEIER, NORMAN F. ©
How to keep your Acto African crawlers. Live earthworms. Label. © 30Apr56; KK116201.

ALLEN MANUFACTURING CO. ©
The Allen Manufacturing Co. transportation chart applying to shipments from Chicago warehouse, no. 1. Apr. 2, 1956. Socket screw products. Folder. Appl. author: Morgan W. Clark. © 30Mar56; KK115339.

ALLEN-RICK CO. ©
Grip-Tex, rubber, non-slip mechanics' fender & seat work covers. Folder. Appl. author: Leon R. Grosslight. © 15Aug55; KK114067.

ALLIED MILLS, INC. ©
Extra pigs saved at start, extra early to top markets, extra low production costs. Wayne hog feeds. (In Successful farming, May 1954, p.110) Appl. author: Western Advertising Agency. © 1May54; KK113103.

Famous Wayne quints invite you to enter their Wayne $10,000 Name Our Brother contest. Wayne dairy & calf feeds. (In Nebraska farmer, Mar. 17, 1956, p.78) Appl. author: Western Advertising Agency. © 17Mar56; KK115572.

You can depend on Wayne for every cattle feeding need. (In The Farm quarterly, winter 1955, p.9) Appl. author: Western Advertising Agency. © 6Dec54; KK115578.

You make more money with better-bred, better-fed chicks. Wayne chick starter. (In Everybody's poultry magazine, Jan. 1956, p.29) Appl. author: Western Advertising Agency. © 25Dec55; KK113407.

ALLIGATOR CO. ©
All-weather elegance. Alligator all-weather coats. (In Esquire, Apr. 1956, p.40-41) Appl. author: Ruthrauff & Ryan, Inc. © 1Apr56; KK116119.

ALLISON, J. B. ©
Alpen peat moss. Two bushels. Shipping bag. Label. © 5Oct55; KK115319.

ALLISON, WEB.
Shorts, Laugh circuit and Along the line. Cartoons. Pamphlet. © Webster C. Allison, Web Allison, pseud; 15Mar56; KK115368.

ALLISON, WEBSTER C. SEE Allison, Web.

ALLSTATE INSURANCE CO. ©
Allstate buyers' guide to better automobile insurance. Form no. D536-4. 15 p. © 4May56; KK117135.

Allstate first again. (In The Saturday evening post, Apr. 14, 1956, p.75) © 9Apr56; KK116071.

An auto insurance policy is a promise as good as the company behind it. (In The Saturday evening post, June 16, 1956, p.7) © 9Jun56; KK117431.

Here are the facts you should know about auto insurance. (In The Saturday evening post, Feb. 25, 1956, p.131) © 20Feb56; KK114356.

Temper trouble. (In The Saturday evening post, Mar. 24, 1956, p.104) © 19Mar56; KK115169.

Temper trouble. (In The Saturday evening post, May 19, 1956, p.140) © 15May56; KK116617.

Whatever happens, you're in good hands with Ed Dasso of Oak Park, Illinois. (In The Saturday evening post, Mar. 24, 1956, p.105) © 19Mar56; KK115170.

Whatever happens you're in good hands with Mel Passman of Ithaca, New York. (In The Saturday evening post, May 19, 1956, p.141) © 15May56; KK116616.

ALSYNITE CO. OF AMERICA. ©

Alsynite patios, your best salesmen. Fiberglas building panels. (In American builder, Apr. 1956, p.B40) © Alsynite Co. of America d.b.a. Alsynite; 1Apr56; KK116785.

Going up everywhere: new Alsynite patios and dealer profits, too. Fiberglas building panels. (In American lumberman, Mar. 5, 1956, p.21) © 5Mar56; KK115123.

ALTHEIMER & BAER, INC. ©
At Clintsmith Jewelry ... 3 piece matched deluxe bound quality luggage ... $24.95. Appl. author: Milton L. Altheimer. © 1Apr56; KK117154.

At the Howse Co. ... Modern all steel desk. (In The Wichita eagle, Feb. 12, 1956, p.10A) Appl. author: Milton L. Altheimer. © 12Feb56; KK115686.

A complete dinnerware service. 3 great values in 1; 79 pieces. Appl. author: Milton L. Altheimer. © 26Feb56; KK115684.

Homemakers special event ... 63 pc. service for 8. Patterns in charcoal, gold, autumn. Dinnerware. (In The Chickasha daily express, Feb. 23, 1956, p.6) Appl. author: Milton L. Altheimer. © 23Feb56; KK115685.

Hurry in to Clarke & Kern, Tuesday. Professional quality home barber kit, electric hair clipper ... (In Vincennes sun-commercial, Jan. 2, 1956, p.5) Appl. author: Milton L. Altheimer. © 2Jan56; KK114332.

Smith-Bridgman's buy tomorrow for mother ... 61 pc. unbreakable dinnerware; Melamine. (In The Flint journal, Flint, Mich., May 8, 1956, p.3) Appl. author: Milton L. Altheimer. © 8May56; KK117151.

Special sale at Alphonse Brenner. The revolutionary new, Reverso, lounge chair. Appl. author: Milton L. Altheimer. © 19Feb56; KK115688.

Special sale at Ellman's ... 54 pieces ... unbreakable dinnerware, by Spaulding. (In Rockford register-republic, Jan. 6, 1956, p.12B) Appl. author: Milton L. Altheimer. © 6Jan56; KK114336.

Special sale at Gay's ... 77 piece socket wrench and tool set $19.95. (In The Courier-journal magazine, Jan. 15, 1956, p.23) Appl. author: Milton L. Altheimer. © 15Jan56; KK114334.

Special sale at Howse ... Now, for the first time, 6 1/2" power saw. (In The Wichita eagle, Jan. 15, 1956, p.7B) Appl. author: Milton L. Altheimer. © 15Jan56; KK114333.

Special sale at Miller's Credit Jewelers. New, folding-aluminum fold 'n two card table. (All-aluminum folding table) (In Sherman democrat, Sherman, Tex., Feb. 5, 1956, section 2, p.9) Appl. author: Milton L. Altheimer. © 5Feb56; KK114337.

Special sale at Shaw's ... America's finest quality ... aluminum cookware, 19 pc. matched set. Appl. author: Milton L. Altheimer. © 8Jan56; KK114335.

Special sale at Warwick's. 3 comlete fishing sets. (4 star, 187 piece fishing set) (In Hartford, Conn. courant, Mar. 4, 1956, comic section) Appl. author: Milton L. Altheimer. © 4Mar56; KK115689.

Special sale at Whisnant-Williams Furniture Co. ... 4 piece patio set in water-proof, sun-proof, long-life Saran. Appl. author: Milton L. Altheimer. © 7Mar56; KK117150.

Special sale at Wiechmann's. All Timer ... 2 inch bars steel gym set. (In The Saginaw news, Feb. 19, 1956, p.5) Appl. author: Milton L. Altheimer. © 19Feb56; KK115683.

Special sale at Wiechmann's ... 80 inches wide Firestone Velon, folding steel frame, family size pool. Appl. author: Milton L. Altheimer. © 15Apr56; KK117152.

20 inch International window fan. Special sale at Marlyn Furniture. Appl. author: Milton L. Altheimer. © 6May56; KK117153.

While limited quantities last, 20 inch ... rotary power mower. (In Kingsport times, Mar. 28, 1956, p.10) Appl. author: Milton L. Altheimer. © 28Mar56; KK115687.

ALTNOW, GEORGE G.

Pacific Wire-Grams. SEE Pacific Wire Works Co.

ALUMINUM INDUSTRIES, INC. ©

Something to crow about, the new look at Aluminum Industries, Inc. Automotive parts. (In Motor, Jan. 1956, p.100) Appl. author: Philip R. Hume. © 15Jan56; KK117107.

ALVO CO. ©

Reliable Di-Pender, healthful comfort for your baby. The diaper suspender that never lets you down. Label. Appl. author: Robert F. Vogel. © 17Jun56; KK117688.

AMANA REFRIGERATION, INC. ©

Amana guaranteed to outperform all others. Food freezer. (In The Saturday evening post) © 16Apr55; KK114735.

AMERICAN ABRASIVE METALS CO. ©

Ribtred, safety stair treads in aluminum or bronze. Catalog no. RIB-56. 4 p. Appl. author: Jess H. Cloud. © 31Jan56; KK113811.

AMERICAN BAKERS COOPERATIVE, INC. ©

Butter-Krust, 100 o/o whole wheat bread, stays fresh days longer. Bunny. Wt. 1 lb. Wrapping bands. Label. © 8Mar55; KK116998.

Star potato bread. Bunny. Net weight 1 lb. & 1 1/2 lbs. Label. © 15Apr55; KK116999.

AMERICAN BLOWER CORP. ©

American Blower Ventura attic fans for comfort cooling. Model CA. Form 7614. Folder. Appl. author: Arthur Winfield Hanigan. © 11May56; KK117040.

American Blower Ventura fans for commercial and industrial ventilation. Model[s] B & E. Form 7714. Folder. Appl. author: Arthur Winfield Hanigan. © 11May56; KK117041.

As fresh as clean sea air. Model K Ventura fans for fast industrial ventilation; model G ... for business and commercial uses. Form 7814. Folder. Appl. author: Arthur Winfield Hanigan. © 11May56; KK117042.

Does stifling heat shatter your sleep? Ventura attic fan. Form 7914. Folder. Appl. author: Arthur Winfield Hanigan. © 11May56; KK117039.

Gyrol fluid drive; 126 type T. Section 19G, p.211, issue 1, Aug. 15, 1953. Sheet. Appl. author: Jack A. Pitt. © 4Jan56 (in notice: 1953); KK114019.

AMERICAN BRAKE SHOE CO.

Amsco pump application file. 15 p. Appl. author: Robert Kusser. © American Manganese Steel Division, American Brake Shoe Co.; 2Feb56; KK114969.

AMERICAN BREWERY, INC. ©

Nothing changed, but the label. American, the all grain beer. (In The Baltimore Afro-American, May 19, 1956, p.24) Appl. author: Van Sant, Dugdale & Co., Inc. © 19May56; KK117124.

Same beer, new label, American, the all grain beer. (In The Baltimore Afro-American, May 26, 1956, p.24) Appl. author: Van Sant, Dugdale & Co., Inc. © 26May56; KK116917.

Same beer, same sparkle inside, new label, new sparkle outside. American, the all grain beer. (In The Baltimore news-post, May 9, 1956, p.11-C) Appl. author: Van Sant, Dugdale & Co., Inc. © 9May56; KK116558.

Time we slipped into something more appropriate. American, the all grain beer. (In The Baltimore Afro-American, May 12, 1956, p.24) Appl. author: Van Sant, Dugdale & Co., Inc. © 12May56; KK116557.

AMERICAN LEGION. ©

Dress up, your members, your post, your community, for Memorial Day. Caps, shirts, membership insignia, etc. Pamphlet. Appl. author: C. A. Morris. © 2Apr56; KK115442.

Membership buttons; economy uniform outfit. (Order blank) Sheet. Appl. author: C. A. Morris. © 12Mar56; KK114933.

AMERICAN MACHINE & FOUNDRY CO. ©

AMF Lowerator, self-leveling, automatic glass dispenser. Veterans Administration K-172. Folder. © 1Mar56; KK115240.

AMF Lowerator self-leveling automatic tray dispenser. Folder. © 20Feb56; KK114597.

AMF microfeed regulator for perfect cigarettes, saves tobacco. Folder. © 10Dec55; KK113460.

Engineered for action. AMF Roadmaster bicycles. Folder. © Cleveland Welding Division, American Machine & Foundry Co.; 28Feb56; KK114690.

AMERICAN MACHINE & METALS, INC.

Look under the hood before you buy. Flatwork ironers, washers, extractors, folding machines for commercial laundries. Mail folder. Appl. author: Jim Condon. © Troy Laundry Machinery Division, American Machine & Metals, Inc.; 20Dec55; KK115432.

AMERICAN MANGANESE STEEL DIVISION, AMERICAN BRAKE SHOE CO. SEE American Brake Shoe Co.

AMERICAN MERRI-LEI CORP. ©

Let's have a party. Merrimakers for New Year's Eve. Party goods. Pamphlet. Appl. author: Victor T. Hoeflich. © 1May56; KK117140.

AMERICAN MOLASSES CO. ©

Directions for making grandma's gingerbread house. Sheet. © 5Oct55; KK113376.

AMERICAN-OLEAN TILE CO. ©

American-Olean Conduct-O-Tile effectively eliminates the main cause of static-sparked explosions in hospital operating rooms. Color plate 350. Pad no.3. Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 18Jan56 (in notice: 1955); KK114603.

American-Olean tile, next best thing to a full time maid. Color plate 35. Pad no.1. Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 18Jan56 (in notice: 1955); KK114607.

Here is an idea for a growing family. Color plate 59. Pad no.4. Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 18Jan56 (in notice: 1955); KK114604.

Ideas for your kitchen and laundry with American-Olean ceramic tile. Folder 336. Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 23May56; KK117669.

Over five million feet had tramped across this floor by the time this photograph was taken ... Color plate 322. Pad no.5. Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 18Jan56 (in notice: 1955); KK114606.

A powder room is the place for a daring color treatment ... Color plate 53. Pad no.6. Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 18Jan56 (in notice: 1955); KK114605.

A room full of delightful colors, easy to keep fresh as a flower ... Color plate 56. Pad no.2. Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 18Jan56 (in notice: 1955); KK114602.

AMERICAN OPTICAL CO. ©

Scientific facts about sun glasses. Cosmetan. (In The Saturday evening post, June 5, 1954, p.103) © 5Jun54; KK114105.

AMERICAN PENCIL CO. ©

Velvet crossed the pen and pencil. Velvet ball Pen-cil. (In The National stationer, Apr. 1, 1956, p.43) Appl. author: Doyle Dane Bernbach, Inc. © 1Apr56; KK116005.

Velvet crossed the pen and pencil to bring you today's new writing tool for the office. Velvet ball Pencil. (In The Saturday evening post, Feb. 25, 1956, p.132) Appl. author: Doyle Dane Bernbach, Inc. © 22Feb56; KK115277.

AMERICAN POP CORN CO. ©

Jolly Time, giant yellow, hulless pop corn. Net wt. 3 oz. Label. Appl. author: James Nash. © 19Mar56; KK115217.

Jolly Time handy pak in foil. 24 - 3 oz. packages. Display carton. Appl. author: James Nash. © 19Mar56; KK115219.

Jolly Time, white hulless, pop corn. Net wt. 3 oz. Label. Appl. author: James Nash. © 19Mar56; KK115218.

AMERICAN RADIATOR & STANDARD SANITARY CORP. ©

Famous name and full line simplify your selling. Sheet. Appl. author: William P. Sheehan. © 29Dec55; KK116146.

Look what $5.95 a week did for this kitchen. See beautiful Youngstown Kitchens on Queen for a Day ... (In Good housekeeping, May 1956, p.177) Appl. author: Brooke, Smith, French & Dorrance, Inc. © Youngstown Kitchens Division, American Radiator & Standard Sanitary Corp.; 20Apr56; KK116028.

Picture yourself in this House of Vision kitchen. Youngstown Kitchens for that new home look. (In Living for young homemakers, May 1956, p.29) Appl. author: Brooke, Smith, French & Dorrance, Inc. © Youngstown Kitchens Division, American Radiator & Standard Sanitary Corp.; 20Apr56; KK116027.

See the bride's house of 1956 and you'll see what quality-built means from doorstep to colorful Youngstown Kitchen. (In Guide for the bride (House beautiful), summer 1956, p.151) Appl. author: Brooke, Smith, French & Dorrance, Inc. © Youngstown Kitchens Divi-

AMERICAN RADIATOR & STANDARD SANITARY CORP. © Cont'd.

sion, American Radiator & Standard Sanitary Corp.; 12Apr56; KK115874.

Why you see quality-built Youngstown Kitchens in thousands of the finest new homes. (In The American home, Apr. 1956, p.101) Appl. author: Brooke, Smith, French & Dorrance, Inc. © Youngstown Kitchens Division, American Standard; 21Mar56; KK115057.

AMERICAN RADIATOR & STANDARD SANITARY CORP. SEE ALSO Mullins Manufacturing Corp.

AMERICAN ROAD EQUIPMENT CO. ©

American Econmobile slashes material handling costs with a completely mechanized system. Industrial machinery. Folder. Appl. author: Leonard Francis Siemon. © 1Feb56; KK115926.

AMERICAN SCIENTIFIC LABORATORIES, INC. ©

ASL Banafly Diazinon bait. Net content 1 pound. Insecticides. Label. © 22Mar56; KK116572.

AMERICAN SISALKRAFT CORP. ©

Meets FHA and VA minimum property requirements, Sisalkraft Vaporstop. Waterproof paper for floors. Folder. Appl. author: Sutherland-Abbott. © 18May56; KK117075.

Sisalite, polyethylene film, another quality Sisalkraft product. Protective covering used in building. Folder. Appl. author: Sutherland-Abbott. © 18May56; KK117074.

AMERICAN STANDARD. SEE American Radiator & Standard Sanitary Corp.

AMERICAN SUPPLY CO. OF NORTH CAROLINA, INC. ©

Faster, cleaner, trim application with new Asco trim gluing tool. (In Upholstering, Jan. 1956, p.150) Appl. author: George D. Smith. © 5Jan56; KK115285.

AMERICAN TOBACCO CO., INC. ©

All the pleasure comes thru, the taste is great. Filter tip Tareyton cigarettes. Boy and girl on college campus. (In The Daily Princetonian, Princeton, N. J., Jan. 5, 1956, p.5) Appl. author: The M. H. Hackett Co. © 5Jan56; KK113684.

All the pleasure comes thru, the taste is great. Filter tip Tareyton cigarettes. Boy and girl smoking. (In The Daily Princetonian, Princeton, N. J., Feb. 2, 1956, p.6) Appl. author: The M. H. Hackett Co. © 2Feb56; KK113959.

All the pleasure comes thru, the taste is great. Filter tip Tareyton cigarettes. Boy reading at college. (In Yale daily news, Jan. 26, 1956, p.3) Appl. author: The M. H. Hackett Co. © 26Jan56; KK113960.

All the pleasure comes thru, the taste is great. Filter tip Tareyton cigarettes. Girl on college campus. (In The Montana kaimin, Montana State University, Jan. 17, 1956, p.3) Appl. author: The M. H. Hackett Co. © 17Jan56; KK113685.

All the pleasure comes thru, the taste is great. Filter tip Tareyton, every easy puff a treat. Man in cap. (In Journal American, Mar. 19, 1956, p.5) Appl. author: The M. H. Hackett Co. © 19Mar56; KK115142.

Arriving at New York's City Hall... New York City councilman sticks to Luckies because Luckies taste better. [Endorsed by] Earl Brown. (In The Baltimore Afro-American, Jan. 24, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Jan56; KK117176.

Balanced fertility makes better burley. No.59. (In The Kentucky farmer, Mar. 1956, p.3) Appl. author: Carl Camenisch Advertising, Inc. © 1Mar56; KK114799.

Certain insects help flue-cured tobacco. No.56. (In The Southern planter, May 1956, p.5) Appl. author: Carl Camenisch Advertising, Inc. © 1May56; KK116509.

Choose burley varieties for disease resistance. No.57. (In The Kentucky farmer, Jan. 1956, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 1Jan56; KK113382.

Discriminating smokers prefer Herbert Tareyton with the genuine cork tip. Girl on beach. (In Collier's, June 22, 1956, p.91) Appl. author: The M. H. Hackett Co. © 7Jun56; KK117331.

Discriminating smokers prefer Herbert Tareyton with the genuine cork tip. Girl with bike. (In Collier's, Apr. 27, 1956, p.87) Appl. author: The M. H. Hackett Co. © 12Apr56; KK115629.

Discriminating smokers prefer Herbert Tareyton with the genuine cork tip. Man golfer. (In Collier's, May 25, 1956, p.101) Appl. author: The M. H. Hackett Co. © 10May56; KK116476.

Don't let blue mold ruin tobacco plant beds. No.53. (In The Southern planter, Feb. 1956, p.25) Appl. author: Carl Camenisch Advertising, Inc. © 1Feb56; KK114155.

Fertilize according to tobacco's needs. No.54. (In The Southern planter, Mar. 1956, p.2) Appl. author: Carl Camenisch Advertising, Inc. © 1Mar56; KK114887.

Filter tip Tareyton ... All the pleasure comes thru, the taste is great. Man with cigarette. (In New York journal American, Apr. 23, 1956, p.7) Appl. author: The M. H. Hackett Co. © 23Apr56; KK116035.

Filter tip Tareyton gives you more to enjoy. All the pleasure comes thru, the taste is great. Blonde with cigarette. (In Journal American, Apr. 2, 1956, p.5) Appl. author: The M. H. Hackett Co. © 2Apr56; KK115393.

Filter tip Tareyton gives you more to enjoy. All the pleasure comes thru, the taste is great. Full view - man's face. (In New York journal American, May 7, 1956, p.4) Appl. author: The M. H. Hackett Co. © 7May56; KK116395.

Filter tip Tareyton gives you more to enjoy. Girl in white hat. (In New York journal American, Mar. 26, 1956, p.7) Appl. author: The M. H. Hackett Co. © 26Mar56; KK115235.

Filter tip Tareyton gives you more to enjoy. Profile [of] girl with earrings [holding cigarette] (In The New York times, June 12, 1956, p.24) Appl. author: The M. H. Hackett Co. © 12Jun56; KK117142.

Get twice the action with the Tareyton twosome: cork tip & filter tip. (In Vend, Feb. 1956, p.73) Appl. author: The M. H. Hackett Co. © 3Feb56; KK113989.

Gives you more to enjoy. All the pleasure comes thru, the taste is great. Filter tip Tareyton. [Woman holding cigarette] (In New York journal-American, Apr. 30, 1956, p.5) Appl. author: The M. H. Hackett Co. © 30Apr56; KK116222.

Gives you more to enjoy. Blonde girl ad. Filter tip Tareyton. (In New York journal-American, May 14, 1956, p.5) Appl. author: The M. H. Hackett Co. © 14May56; KK116551.

Gives you more to enjoy. Couple on rail. Filter tip Tareyton. (In The New York times, June 26, 1956, p.18) Appl. author: The M. H. Hackett Co. © 26Jun56; KK117675.

Gives you more to enjoy. Filter tip Tareyton, every easy puff a treat. (In The New York journal American, Apr. 9, 1956, p.6) Appl. author: The M. H. Hackett Co. © 9Apr56; KK115520.

Gives you more to enjoy. Man with cap. Filter tip Tareyton. (In Collier's, May 11, 1956, p.47) Appl. author: The M. H. Hackett Co. © 26Apr56; KK116423.

Gives you more to enjoy. [Man with smiling face holding cigarette] Filter tip Tareyton. (In Collier's, July 6, 1956, p.39) Appl. author: The M. H. Hackett Co. © 21Jun56; KK117707.

Gives you more to enjoy. The taste is great. Filter tip Tareyton. Man [holding cigarette] (In New York world-telegram & sun, June 5, 1956, p.10) Appl. author: The M. H. Hackett Co. © 5Jun56; KK117060.

Grassland farming improves soil for burley. No.58. (In The Kentucky farmer, Feb. 1956, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 1Feb56; KK113947.

Happy-Joe-Lucky and the g-r-r-reatest smoke on earth. Lucky Strike. (In Sunday news, New York, Mar. 25, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Mar56; KK117168.

Happy-Joe-Lucky auditions for your Hit Parade. Lucky Strike. (In Sunday news, New York, Jan. 29, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Jan56; KK117170.

Happy-Joe-Lucky bowls 'em over. Lucky Strike. (In Sunday news, New York, Feb. 26, 1956) Appl. author; Batten, Barton, Durstine & Osborn, Inc. © 25Feb56; KK117169.

Happy-Joe-Lucky cuts a smart figure. Lucky Strike. (In Sunday news, New York, Jan. 1, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 31Dec55; KK117171.

Happy-Joe-Lucky interviews Ann Sothern. Lucky Strike. (In Sunday news, New York, May 20, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19May56; KK117166.

Happy-Joe-Lucky, muscle man. Lucky Strike. (In Sunday news, New York, Apr. 22, 1956) Appl. author: Batten, Barton, Durstine, & Osborn, Inc. © 21Apr56; KK117167.

I like the extra taste, the better taste of Luckies' toasted tobacco. [Endorsed by] Arden Hill. (In Ebony, Nov. 1955, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Oct55; KK116241.

I'm a loyal Lucky smoker because Luckies taste better. [Endorsed by] Rose Morgan. (In The Baltimore Afro-American, May 1, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May56; KK117172.

Irrigate flue-cured beds to relieve plant shortages. No.52. (In The Southern planter, Jan. 1956, p.5) Appl. author: Carl Camenisch Advertising, Inc. © 1Jan56; KK113229.

I've smoked over 100,000 Luckies, and I know Luckies taste better. [Endorsed by] Roi Ottley. (In The Baltimore Afro-American, Mar. 20, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Mar56; KK117175.

Luckies are my smoke every time because Luckies taste better. [Endorsed by] Roy Campanella. (In The Baltimore Afro-American, Apr. 17, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Apr56; KK117173.

Luckies taste better to me all the time. [Endorsed by] Don Newcombe. (In The Afro-American, Baltimore, Apr. 19, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Apr55; KK116818.

Luckies taste so right to me. [Endorsed by] Sylvia Olden Lee. (In The Baltimore Afro-American, May 17, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17May55; KK117178.

More protection for burley from modern insecticides. No.61. (In The Kentucky farmer, May 1956, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 1May56; KK116280.

The puzzle of the 1955 burley market. No.60. (In The Kentucky farmer, Apr. 1956, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 1Apr56; KK115414.

Reward yourself with the pleasure of smooth smoking. [Airmen shaking hands; pack of Pall Mall on map table] (In Outdoor life, Mar. 1955, p.23) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 25Feb55; KK115988.

Reward yourself with the pleasure of smooth smoking. [Barn dance scene; couple with trophy & package of Pall Mall cigarettes] (In Look, Nov. 16, 1954, p.44-45) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 16Nov54; KK114944.

Reward yourself with the pleasure of smooth smoking. [Camping scene; man smoking; pack of Pall Mall beside him] (In Newsweek, Oct. 17, 1955, p.45) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 12Oct55; KK117615.

Reward yourself with the pleasure of smooth smoking. [Dog show scene; couple with packs of Pall Mall cigarettes standing near man with dog] (In American Legion magazine, May 1955, p.3) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 1May55; KK115471.

Reward yourself with the pleasure of smooth smoking. [Female ice-skater with trophy being offered Pall Mall cigarette by cameraman] (In Time, Feb. 14, 1955, p.55) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 11Feb55; KK115473.

Reward yourself with the pleasure of smooth smoking. [Office scene; couple smoking, man holding pack of Pall Mall cigarettes] (In Outdoor life, Mar. 1956, p.27) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 25Feb56; KK115470.

Reward yourself with the pleasure of smooth smoking. [Skiing scene; man offering young woman a Pall Mall cigarette] (In Time, Jan. 17, 1955) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 13Jan55; KK115472.

Right use of insecticides protects flue-cured tobacco. No.57. (In The Southern planter, June 1956, p.3) Appl. author: Carl Camenisch Advertising, Inc. © 1Jun56; KK117144.

Start with good plants for better flue-cured stands. No.55. (In The Southern planter, Apr. 1956, p.5) Appl. author: Carl Camenisch Advertising, Inc. © 1Apr56; KK115641.

TV editor switches to Luckies for better taste. [Endorsed by] Arden Hill. (In The Baltimore Afro-American, Feb. 21, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Feb56; KK117177.

The Tareyton twosome ... cork tip [&] filter tip ... the perfect choice for better smoking. Men skiers. (In Better living, Feb. 1956, p.3 of cover) Appl. author: The M. H. Hackett Co. © 26Dec55; KK113073.

The Tareyton twosome ... cork tip [&] filter tip ... the perfect choice for better smoking. Millinery shop ad. (In Family circle, Apr. 1956, p.2 of cover) Appl. author: The M. H. Hackett Co. © 29Mar56; KK115141.

The Tareyton twosome, the perfect choice for better smoking. Herbert Tareyton cork tip; filter tip Tareyton. Airplane ad. (In Collier's, Mar. 16, 1956, p.43) Appl. author: The M. H. Hackett Co. © 1Mar56; KK114566.

The Tareyton twosome, the perfect choice for better smoking. Herbert Tareyton cork tip; filter tip Tareyton. Girl ice skaters. (In Collier's, Jan. 20, 1956, p.35) Appl. author: The M. H. Hackett Co. © 5Jan56; KK113279.

A warning about black shank. No. 62. (In The Kentucky farmer, June 1956, p.3) Appl. author: Carl Camenisch Advertising, Inc. © 1Jun56; KK116869.

AMERICANA CORP. ©

A home is only as complete as the knowledge it holds. (Ad of Encyclopedia Americana) © 2Apr56; KK115519.

Your 1956 Americana annual. Books. Folder. © 1Mar56; KK114961.

AMM-I-DENT, INC. ©

If you're one of the 7 in 10 that dentists report have two or more cavities a year, then you have soft teeth ... Super Amm-i-dent with SLS toothpaste. (In Easton express, Apr. 23, 1956, p.4) © 23Apr56; KK117721.

ANAHIST CO., INC. ©

If you have pain like that of bursitis, arthritis, rheumatism, at last a joint and muscle rub. Stim-U-Rub. Drug. (In Evansville press, Evansville, Ind.) Appl. author: Ted Bates Co., Inc. © 7Mar56; KK115882.

If you suffer from pain like that of bursitis, arthritis, rheumatism. Amazing new Stim-U-Rub stimulates your own precious body heat ... Drug. (In Dayton news, Dayton, Ohio) Appl. author: Ted Bates Co., Inc. © 7Mar56; KK115881.

If you suffer pain like that of bursitis, arthritis, rheumatism. Stim-U-Rub. Drug. (In Sioux City journal tribune, Sioux City, Iowa) Appl. author: Ted Bates Co., Inc. © 7Mar56; KK115883.

See how new medical discovery raises skin temperature in arthritic, rheumatic pain areas. Stim-U-Rub. Drug. (In Knoxville news sentinel, Knoxville, Tenn., Mar. 7, 1956, p.16) Appl. author: Ted Bates Co., Inc. © 7Mar56; KK115273.

Stethoscope shows how new discovery helps break up worst bronchial congestion of colds. Super Anahist rub. Drug. (In New York mirror, Mar. 5, 1956, p.16) Appl. author: Ted Bates, Inc. © 5Mar56; KK114697.

ANCIENT AGE DISTILLING CO. ©

Big at the bar. (In Illinois beverage journal, Feb. 1956, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 1Feb56; KK114325.

Climbing fast. (In Kentucky beverage journal, Mar. 1956, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 1Mar56; KK116953.

An easy rule to follow when measuring fish. (In Sports afield, Apr. 1956, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 5Apr56; KK117623.

Getting down to cases. (In Kentucky beverage journal, Apr. 1956, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 2Apr56; KK117626.

Hot tip for the derby: If you can find a better bourbon, buy it. (In The Washington post & times herald, May 2, 1956, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 2May56; KK116955.

How to keep shrimp bait from spoiling overnight. (In Sports afield, Feb. 1956, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 1Feb56; KK114324.

How to row a clear course in the fog. (In Sports afield, May 1956, p.33) Appl. author: Doyle Dane Bernbach, Inc. © 1May56; KK116954.

How to steady a canoe on a windy day. (In Sports afield, Jan. 1956, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 3Jan56; KK113366.

How to stop ants from carrying off your food. (In Sports afield, June 1956, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 1Jun56; KK116952.

If you can find a better bourbon, buy it. [Elderly man holding filled glass] (In Life, Feb. 13, 1956, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 13Feb56; KK114323.

If you can find a better bourbon, buy it. (In The Washington post & times herald, Jan. 12, 1956, p.38) Appl. author: Doyle Dane Bernbach, Inc. © 12Jan56; KK113615.

If you can find a better bourbon, buy it. [Slightly bald man holding filled glass] (In Life, Apr. 23, 1956, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 23Apr56; KK116687.

ANCIENT AGE DISTILLING CO. © Cont'd.

In its issue of Feb. 25, Business week magazine reports the fastest growing whiskey in America is Ancient Age. (In The Louisville times, Apr. 5, 1956, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 5Apr56; KK116956.

Passing them all. (In Package store management, Feb. 1, 1956, p.2 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 1Feb56; KK114329.

ANDERSON, ROBERT A. ©

Men's wear. Anderson's, Inc. Card. © 3Oct55; KK115865.

ANDERSON COACH CO. ©

Anderson mobile homes, '55. Pamphlet. © 11Jan55; KK114631.

Anderson mobile homes, '55. Pamphlet. Appl. author: Anne Lloyd. © 11Jan55; KK113973.

ANDERSON CO. ©

Anco distributor's franchise to operate dealer's free cokes and smokes project. Form 04-0434. Windshield wiper blades & arms for autos, trucks, etc. Sheet. © 14Mar56; KK115252.

Anco geometry is right, and here's the proof. Form 04-0414, rev. 4-56. Windshield wiper blades & arms for automobiles. Folder. © 3May56; KK116506.

Check sheet, Anco blade and arm replacements for wrap-around, curved and flat windshields on passenger cars. Form 04-0388, rev. 1-56. Sheet. © 3Feb56; KK115247.

Easy way to put on Anco Big-Shot windshield washer. Instruction sheet. Form 04-0368. 4 p. © 16Feb56; KK115248.

The easy way to put on Anco wiper shaft adapters. Form 04-0004, rev. 3-56. Sheet. © 21Mar56; KK116505.

Mr. Dealer: Now, Anco offers you for all your employees, free cokes and smokes. Form 04-0430. 4 p. Windshield wiper blades & arms for autos, trucks, etc. © 14Mar56; KK115250.

Now, at no cost dealer gets this Anco all-car service cabinet (without contents) Form 04-0205, rev. 1-56. Windshield wiper blades & arms for autos, trucks, etc. Catalogue sheet. © 3Feb56; KK115249.

Retail salesman's breast-pocket guide to Anco box-flap bonus cash. Form no.04-0432. Windshield wiper blades & arms for autos, trucks, etc. Folder. © 13Mar56; KK115251.

You win customer confidence with a quick, easy, Anco blade change. Form 04-0436. Windshield wiper blades & arms for automobiles. Folder. © 8May56; KK116507.

ANDREADIS, JOHN T. d.b.a. NAIL-GRO CO. SEE Nail-Gro Co.

ANEMOSTAT CORP. OF AMERICA. ©

Anemostat draftless aspirating air diffusers. 1956 product bulletin. Folder. Appl. author: Jess H. Cloud. © 31Oct55; KK116114.

The most modern way to balance heating ... New Anemotherm air meter gives you all vital readings with pushbutton ease. Bulletin no.55. Folder. Appl. author: Jess H. Cloud. © 30Jun55; KK116406.

ANGLE, PAUL M.

American Antiquarian Society. SEE Kingsport Press, Inc.

The Chicago Historical Society. SEE Kingsport Press, Inc.

Library of Congress. SEE Kingsport Press, Inc.

Massachusetts Historical Society. SEE Kingsport Press, Inc.

Smithsonian Institution. SEE Kingsport Press, Inc.

ANHEUSER-BUSCH, INC. ©

Ah-h-h, a new kind of beer that keeps your taste fresh, really goes with food. Busch Bavarian beer. (In The Wichita beacon, Nov. 7, 1955, p.2) Appl. author: William L. Spencer. © 7Nov55; KK113006.

As clear and bright as a sunny day in the Alps, as light as the fleecy clouds above them. Busch Bavarian beer. (In St. Louis post-dispatch, May 29, 1956, p.10B) Appl. author: Josephine D. Walsh. © 29May56; KK117523.

Bright as sun on mountain snow. Busch Bavarian beer. (In St. Louis post-dispatch, June 11, 1956, p.8B) Appl. author: Josephine D. Walsh. © 11Jun56; KK117522.

Clear and bright as mountain air, a new kind of beer for America's new way of living. Busch Bavarian. (In The Wichita beacon, Nov. 1, 1955, p.6) Appl. author: William L. Spencer. © 1Nov55; KK113007.

Lift a snow-capped glass. Busch Bavarian beer. (In TV magazine (St. Louis post dispatch), May 6, 1956, p.4 of cover) Appl. author: Josephine D. Walsh. © 6May56; KK116646.

Lift a snow-capped glass. [Snow scene; man with snow shoes] Busch Bavarian beer. (In St. Louis post-dispatch, June 5, 1956, p.12C) Appl. author: Josephine D. Walsh. © 5Jun56; KK117462.

Mountain clear. Busch Bavarian beer. (In TV magazine (St. Louis post dispatch), May 13, 1956, p.4 of cover) Appl. author: Josephine D. Walsh. © 13May56; KK116604.

A taste of Bavaria. Busch Bavarian beer. (In TV magazine (St. Louis post dispatch), May 20, 1956, p.4 of cover) Appl. author: Josephine D. Walsh. © 20May56; KK116750.

Treat yourself a little better. 12-oz. can of Budweiser beer. (In The Sporting news, May 23, 1956, p.33) Appl. author: D'Arcy Advertising Co. © 23May56; KK117390.

When fun's brewing. Busch Bavarian beer. (In The Daily Illini, May 11, 1956, p.15) Appl. author: Josephine D. Walsh. © 11May56; KK117383.

ANSON (ART) INC. ©

Catalogue sheet. Foam rubber coasters with ... hand painted figures. Novelties. Appl. author: Arthur H. Anson. © 16Jan56; KK115497.

Destined to be the hottest item ... The Sympathetic Ear. Figurine. Sheet. Appl. author: Arthur H. Anson. © Art Anson, Inc. d.b.a. Art Anson Articles; 5Apr56; KK116020.

Fishermen's crying towel. Appl. author: Arthur H. Anson. © 25Apr56; KK117315.

Hand printed textile novelties. Sheet. Appl. author: Arthur H. Anson. © 16Jan56; KK115496.

The new Art Anson Spongers combines the best features of foam latex and knitted coasters. Sheet. Appl. author: Arthur H. Anson. © 6Feb56; KK114913.

ANSON (ART) INC. d.b.a. ART ANSON ARTICLES. SEE Anson (Art) Articles.

ANTI-HYDRO WATERPROOFING CO. ©

Specifications and technical data on waterproofing, dampproofing ... (File cover) Appl. author: Mortimer W. Meyer. © 16Apr56; KK115676.

Specifications on Amurseal and Aridtite. Sheet. Appl. author: Mortimer W. Meyer. © 15Dec55; KK114483.

When you build or repair with concrete and mortars, use products of the Anti-Hydro Waterproofing Co. Sheet. Appl. author: Mortimer W. Meyer. © 15Nov55; KK114484.

ANWELT SHOE MANUFACTURING CO. ©

Original Chic-A-Saws, work shoes. Label. Appl. author: M. B. Claff & Sons, Inc. © 5Dec55; KK115481.

APEX ELECTRICAL MANUFACTURING CO. ©

New, Apex Foldaway spiral dasher washer. Folder. Appl. author: Meldrum & Fewsmith, Inc. © 9Jan56; KK113348.

ARCADY FARMS MILLING CO. ©

Arcady feeds tops from the highlights. Mr. R. K. Dee reports --. Feeds for farm animals & dogs. Sheet. Appl. author: Gene Carr. © 15Mar56; KK115431.

Insure your investment, protect your profit with Arcady Hi-Bi-180 turkey starter. Poultry feed. (In Turkey world, Apr. 1956, p.3) Appl. author: Gene Carr. © 5Apr56; KK116037.

ARDALT, INC. ©

Introducing, the irresistible, brand new goldfinch hobnail Lenwile China. Footed compotes, revolving candy trays, handled flower baskets & similar articles. (In The Gift & art buyer, Dec. 1955, p.3) Appl. author: Leon A. Arditti. © 25Oct55; KK114368.

Lovely, bright white, milk white Verithin, eggshell, Lenwile China. Candy boxes, jugs, shell bowls & similar articles. (In The Gift & art buyer, Jan. 1956, p.3) Appl. author: Leon A. Arditti. © 25Oct55; KK114369.

Richer, more dazzling than ever, collectors' items of Lenwile China. Demitasse cups & saucers; matching stands. (In The Gift & art buyer, Nov. 1955, p.3) Appl. author: Leon A. Arditti. © 31Aug55; KK114370.

ARGUS CAMERAS, INC. ©

The Argus C-4 is obviously a fine, precision 35mm camera, but did you know it's wonderfully easy to use? (In Life, May 28, 1956, p.176) Appl. author: Young & Rubicam, Inc. © 24May56; KK117353.

Argus has a gift for making people happy. See these Argus gifts at your dealer's soon. Argus C-3; Argus automatic projector ... (In Time, Dec. 5, 1955, p.18) Appl. author: Young & Rubicam, Inc. © 1Dec55; KK113213.

Argus has a gift for making people happy. So put happiness on your Christmas shopping list right now. Argus 300-watt automatic projector; Argus C-3; Argus C-4; Argus A-4 ... (In Life, Dec. 5, 1955, p.88-89) Appl. author: Young & Rubicam, Inc. © 2Dec55; KK113212.

Beautiful new way to bring back the colorful moments of your life - life size. New Argus automatic projector. (In Life, Apr. 16, 1956, p.121) Appl. author: Young & Rubicam, Inc. © 12Apr56; KK116437.

Brand-new idea in low-priced cameras. It's the new Argus Super 75. (In The Saturday evening post, June 11, 1955, p.71) Appl. author: Young & Rubicam, Inc. © 8Jun55; KK113210.

For Christmas gifts and holiday fun, Argus cameras and Sylvania flashbulbs. Argus 75; C-4; C-3; A-4. (In Life, Dec. 6, 1954) Appl. author: Young & Rubicam, Inc. © 2Dec54; KK115776.

Here's proof that luxuries needn't be expensive. Argus C-3. (In Life, Mar. 19, 1956, p.96) Appl. author: Young & Rubicam, Inc. © 15Mar56; KK116435.

It takes surprisingly little money to own the world's no.1 color slide camera. Argus C-3. (In The Saturday evening post, May 26, 1956, p.96) Appl. author: Young & Rubicam, Inc. © 23May56; KK117354.

Makes your color slides come to life as never before. Argus: automatic projector; C-4; A-4; C-3. (In Life, Feb. 21, 1955) Appl. author: Young & Rubicam, Inc. © 17Feb55; KK115775.

Now, the most exciting new 35 mm camera at a most exciting new price. Argus A-Four. (In Life, May 3, 1954, p.99) Appl. author: Young & Rubicam, Inc. © 29Apr54; KK113209.

The pride of an expert is easily yours with this distinguished camera. Argus C-4. (In The Saturday evening post, Mar. 24, 1956, p.107) Appl. author: Young & Rubicam, Inc. © 21Mar56; KK116436.

See your color slides in a beautiful new light, life size, with the new Argus automatic projector. (In Life, May 7, 1956, p.5) Appl. author: Young & Rubicam, Inc. © 3May56; KK116438.

Show your color slides, automatically. New automatic Argus 300 watt projector. (In Time, Apr. 11, 1955, p.110) Appl. author: Young & Rubicam, Inc. © 7Apr55; KK116445.

World's easiest camera to use. Argus 75. (In The Saturday evening post, Dec. 11, 1954, p.4) Appl. author: Young & Rubicam, Inc. © 8Dec54; KK114858.

ARMOUR & CO. ©

Another reason why Armour is your one best source for fatty acids. Cotton soaked in Armour Neo Fat. Chemicals. (In Soap & chemical specialties, Jan. 1956, p.10) Appl. author: Art Silver. © Armour Chemical Division, Armour & Co.; 5Jan56; KK115044.

Engineers from 124 water floods report Armour cationics banish metal corrosion, stop bacteria plug-ups. Various postmarks; coupon. Chemicals. (In Producers monthly, Dec. 1955, p.7) Appl. author: Arthur Silver. © Armour & Co., Armour Chemical Division; 18Dec55; KK113267.

Ester manufacturers, you want color stability ... Even at highest temperatures, Neo-Fat stearics show minimum color change. [Col.] line drawing of test tube, thermometer [on a Bunsen burner] Chemicals. (In Chemical engineering, Mar. 1956, p.310-311) Appl. author: Art Silver. © Armour & Co., Armour Chemical Division; 20Feb56; KK115632.

5 hour, 250°C. heat test proves you can make lighter color esters with Armour Oleics. Black & red p.; bar graph and line drawing of tower. Chemicals. (In Chemical processing, June 1956, p.50) Appl. author: Art Silver. © Armour & Co., Armour Chemical Division; 27May56; KK117053.

Held at 110°F. for 4 weeks, Neo-Fat red oils prove their superior stability. Black & red p.; test performance. (In Chemical processing, May 1956, p.40-41) Appl. author: Art Silver. © Armour & Co., Armour Chemical Division; 27May56; KK116664.

Here's how Armour Energetic brought sharp, bright colors and clear backgrounds to Cranston's new dri-smooth prints ... Men inspecting finish of fabric on loom. Industrial soap. (In American dyestuff reporter, Jan. 16, 1956, p.4) Appl. author: William Bender. © Armour & Co., Industrial Soap Dept.; 13Jan56; KK115477.

New cost-cutting chemicals from Armour ... Dimethyl alkyl tertiary amines. Black & blue p.; drawing of Armour logo. (In Chemical week, May 26, 1956, p.73) Appl. author: Art Silver. © Armour & Co., Armour Chemical Division; 23May56; KK117045.

New Velva-Soft gives a soft, fluffy finish to all washables, brightens and blues, too. New Armour discovery ... the miracle fabric softener; coupon. (In The Hotel monthly, Feb. 1956, p.4-5) Appl. author: William Bender. © Industrial Soap Dept., Armour & Co.; 1Feb56; KK115043.

Now, stop both corrosion and bacteria problems with just one Armour cationic. Chemical feeder; coupon. Chemicals. (In Producers monthly, Feb. 1956, p.21) Appl. author: Art Silver. © Armour Chemical Division, Armour & Co.; 21Feb56; KK115042.

Now, your professional laundry offers you the chance to win the most care-free car you ever owned, this fully equipped 1956 Studebaker station wagon. Velva-Soft contest. Fabric softener. (In Life, Feb. 13, 1956, p.54-55) Appl. author: Ted Barnett. © Armour & Co., Industrial Soap Dept.; 10Feb56; KK113982.

Occupational skin diseases can be stopped here. Liquid soap dispenser & hands. Armour hexachlorophene soaps. (In Occupational hazards, Apr. 1956, p.45) Appl. author: William Bender. © Armour & Co., Industrial Soap Dept.; 1Apr56; KK116319.

Occupational skin diseases can be stopped here. Soap dispenser & hands holding soap. Formula 99. (In Occupational hazards, Feb. 1956, p.19) Appl. author: William Bender. © Armour & Co., Industrial Soap Dept.; 1Feb56; KK115476.

Production problems? Cost problems? [Col.] line drawing of largest chemical plant. Cationic chemicals. (In Chemical processing, Jan. 1956, p.34-35) Appl. author: Art Silver. © Armour & Co., Armour Chemical Division; 27Dec55; KK115631.

Sizzly shorts about a taste discovery, franks with an open-fire flavor. Kit Carson type. Appl. author: Tatham-Laird, Inc. © 8Apr56; KK116857.

Sliced Cloverbloom margarine. (In Columbus dispatch, Jan. 4, 1956, p.8-B) Appl. author: N. W. Ayer & Son, Inc. © 4Jan56; KK113954.

2-system fractionation used exclusively by Armour ... Laboratory. Chemicals. (In Scientific American, Mar. 1956, p.12-13) Appl. author: Art Silver. © Armour Chemical Division, Armour & Co.; 25Feb56; KK115041.

You're looking at a wonderful taste. Armour Star franks. (In Look, Apr. 17, 1956, p.55) Appl. author: Tatham-Laird, Inc. © 3Apr56; KK115642.

Zachary Scott like to build his own. Treet. Canned meat. (In Look, Mar. 20, 1956, p.19) Appl. author: Tatham-Laird, Inc. © 6Mar56; KK114936.

ARMOUR CHEMICAL DIVISION, ARMOUR & CO. SEE Armour & Co.

ARMSTRONG FURNACE CO. ©

Home heating has changed, too. 14 p. Appl. author: Kight Advertising, Inc. © 15Nov55; KK115040.

ARNOLD (D.) ASSOCIATES. ©

Prestige floral crafted in France. Artificial flowers. Label. Appl. author: Donald A. Paulsen. © 25Jan56; KK115416.

ARNOLD BAKERS, INC. ©

Brick Oven choc-chip cookies. Net weight 6 1/2 oz. Label. © 12Mar56; KK114921.

Brick Oven molasses cookies. Net weight 7 oz. Label. © 30Jan56; KK113703.

Brick Oven oatmeal cookies. Net weight 8 oz. Label. © 26Mar56; KK115352.

ARROW DISPLAY ASSOCIATES. ©

Arrow functional fixtures. Folder. Appl. author: C. Earl Brooks. © 12Jan56; KK113433.

Arrow merchandising fixtures. Folder. Appl. author: C. Earl Brooks. © 12Jan56; KK113434.

ART METAL CONSTRUCTION CO. ©

Art Metal does the whole job superlatively. Office equipment. (In U. S. news & world report, Apr. 13, 1956, p.114) Appl. author: Comstock & Co. © 13Apr56; KK115788.

Art Metal, the franchise that puts the dealer 4 steps ahead. Office equipment. (In Office appliances, Apr. 1956, p.101) Appl. author: Comstock & Co. © 23Mar56; KK115789.

Wanted by every office worker: fatigue-free working comfort that helps them do a better job, easier. Office chairs. (In U. S. news & world report, May 11, 1956, p.128) Appl. author: Comstock & Co. © 11May56; KK116810.

ARTISTS & WRITERS GUILD, INC.

A car is born, an educational kit for school use. SEE Ford Motor Co.

ARTLIP, CLAUDE P., SR. ©

Professional cleaning service. (In South Kent news, Caledonia, Mich., June 7, 1956, p.9) © 7Jun56; KK117549.

ASHBY, WILLIAM L., sole owner, SOLAR CHEMICAL CO. SEE Solar Chemical Co.

ASHBY, WILLIAM L., C. KENNETH JOHNES & JOHN E. C. STROUD forming the partnership LUBRICATION ENGINEERING CO. SEE Lubrication Engineering Co.

ASTER MEATS, INC.
Ohio Valley brand Konvenience Pak. Label. Appl. author: Richard W. Strohmenger. © Processing Div., Aster Meats, Inc.; 14Mar56; KK114959.

ATCO ENGINEERING SERVICE.
Space-Scope, amazing new toy. Sheet. © Space-Scope Division, Atco Engineering Service; 1Apr56; KK117617.

ATLANTIC MILLS SHOPPING CENTER. ©
Everybody, but everybody is talking ... Where you serve yourself to fantastic bargains. General merchandise. (In Providence evening bulletin, Apr. 18, 1956, p.20) Appl. author: Virginia Dare Stores. © 18Apr56; KK115944.

ATLANTIC-PACIFIC MANUFACTURING CORP. ©
APCO custom built boat seat cushions, U. S. Coast Guard approved, and backrests. Folder. Appl. author: Clarence M. Skoldberg. © 14May56; KK117034.

APCO marine life saving and water sport equipment. Catalog no.56. 19 p. Appl. author: Clarence M. Skredberg. © 12Jan56; KK114409.

APCO, marine life saving and watersport equipment. Folder. Appl. author: Clarence M. Skoldberg. © 8Feb56; KK115096.

APCO, your guide to the finest water sport equipment. Instructions: How to water ski, by Bruce Parker. Folder. Appl. author: Clarence M. Skoldberg. © 17Feb56; KK115083.

New APCO buoyant vest ... cushions ... and children's safety vests. Life saving equipment. Folder. Appl. author: Clarence M. Skredberg. © 12Jan56; KK114408.

ATLAS SUPPLY CO. ©
Atlas tires, batteries, accessories. He lives with the tires he sells. [Serviceman putting air in tire; tire standing on rim in foreground] (In The Saturday evening post, Apr. 14, 1956, p.89) Appl. author: McCann Erickson, Inc. © 14Apr56; KK116789.

Atlas tires, batteries, accessories. He's out to keep a friend every time he sells a tire. [Couple looking toward tire being held by serviceman's hand] (In The Saturday evening post, Mar. 17, 1956, p.87) Appl. author: McCann Erickson, Inc. © 17Mar56; KK116787.

Atlas tires, batteries, accessories. He's out to keep a friend every time he sells a tire. [Serviceman standing beside truck; hand on tire in foreground] (In Farm journal) Appl. author: McCann Erickson, Inc. © 12Apr56; KK116788.

Don't look for a salesman, look for a friend. Atlas tires, batteries, accessories. (In TW, Feb. 26, 1956, p.4) Appl. author: McCann Erickson, Inc. © 26Feb56; KK114955.

He lives with the tires he sells. Atlas tires, batteries, accessories. (In Farm journal) Appl. author: McCann Erickson, Inc. © 20May56; KK117285.

ATRAX CO. ©
Solid tungsten carbide bur selector. Poster. Appl. author: K. C. Shenton. © 31Dec55; KK113896.

AUDIO BOOK CO. ©
Alice in Wonderland, by Lewis Carroll. A Talking Book. C300. Album of records. Label. © 1Jul54; KK117369.

The Audio book of famous poems. A Talking Book. GL601. Album of records. Label. © 1Jul54; KK117374.

The Audio book of storytime favorites. A Talking Book. C301. Album of records. Label. © 1Jul54; KK117371.

The autobiography of Benjamin Franklin, complete and unabridged. A Talking Book. GL603. Album of records. Label. © 1Jul55; KK117378.

The best of Mark Twain. A Talking Book. GL602. Album of records. Label. © 1Jul55; KK117376.

The great tales and poems of Edgar Allan Poe. A Talking Book. GL600. Album of records. Label. © 1Jul54; KK117373.

Holy Bible, the complete New Testament, authorized King James version. Album of records. Label. © 1May53; KK117368.

The merry adventures of Robin Hood, by Howard Pyle. A Talking Book. C-302. Album of records. Label. © 1Jul55; KK117370.

Stories from the New Testament for young people. A Talking Book. R908. Album of records. Label. © 1Jan56; KK117375.

Stories from the Old Testament for young people. A Talking Book. R909. Album of records. Label. © 1Jan56; KK117377.

The trial of Socrates; 2 dialogues of Plato. A Talking Book. GL604. Album of records. Label. © 1Feb56; KK117372.

AUSTIN CO. ©
Low cost of operation for the same building dollars. (In The Journal of commerce & commercial, New York, Jan. 10, 1956, p.33) Appl. author: A. H. Meyer. © 10Jan56; KK113396.

AUTOMATIC SERVICE & SUPPLY CO. ©
New, Laundry Maid. Detergent. Label. Appl. author: Louie R. Sherman. © 8Dec55; KK113443.

AVON PRODUCTS, INC. ©
Take time out for beauty when your Avon representative calls. Alice Freeman [& 2 others] Cosmetics. (In Seventeen, June 1955, p.50-51) Appl. author: Monroe F. Dreher, Inc. © 1Jun55; KK115608.

AZORES CO. ©
Bathe with lovely Bath Delight, the instant liquid, vegetable, body shampoo soap. Label. Appl. author: Adolphus S. Ford. © 10Mar56; KK115204.

B

BMC MANUFACTURING CORP. ©
Engineered for safety; AMF juvenile wheel goods. Folder. © 28Feb56; KK114596.

BABSON BROS. CO. ©
Electrobrain, automatic pushbutton pipe line washing. (In Hoard's dairyman, Apr. 25, 1956, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 25Apr56; KK115925.

Every 10 minutes. Surge milker unit. (In Hoard's dairyman, Jan. 10, 1956, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 10Jan56; KK113233.

Good cow milking comes first. Surge milker units. (In Hoard's dairyman, Feb. 10, 1956, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 10Feb56; KK113847.

Good cow milking is what we have to sell. Surge milking machinery. (In Farm quarterly, winter 1954-55, p.6) Appl. author: Bert S. Gittins Advertising Agency, Inc. © 30Dec54; KK115884.

Only $5 down, that's right, the best Surge unit ever built. Milking machine. (In Capper's farmer, June 1955, p.4 of cover) Appl. author: Bert S. Gittins Advertising Agency, Inc. © 1Jun55; KK116826.

Surge gives you a hand for better milk. Milking machine. (In Agricultural leaders' digest, Mar. 1956, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 14Mar56; KK115126.

Surge milker unit $5 down and up to 24 months to pay. (In Farm journal, Jan. 1956, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 5Jan56; KK113244.

Surge parlors for group milking. Milker unit. (In Hoard's dairyman, Feb. 25, 1956, p.4 of cover) Appl. author: Bert S. Gittins Advertising. © 25Feb56; KK114958.

BABY BATHINETTE CORP. ©
Do not remove any parts before you read these instructions for setting up - the easy way. (Instruction sheet) © 25May56; KK117028.

BACARDI IMPORTS, INC. ©
More men are drinking them than ever before. Ron Bacardi. Rum. (In Life, Apr. 16, 1956, p.71) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 16Apr56; KK116348.

BACHARACH INDUSTRIAL INSTRUMENT CO. ©
Bacharach Monoxor, carbon monoxide detector. Leaflet 859. © 23Jan56; KK113610.

FloRite models MRF and MLD operating and maintenance instructions. Instructions 4-FR-55. 10 p. © 24Feb56; KK114547.

Monoxor, carbon monoxide detector. Leaflet 859A. © 17Apr56; KK115950.

BALL BROS. CO. ©
Ann knows the answers. Ball Dome lids & canning jars. (In Co-ed, practical home economics ed., May 1956, p.36) Appl. author: Applegate Advertising Agency, Inc. © 20Apr56; KK116843.

Ball has a gift for you. Canning jars & lids. (In Chain store age, Mar. 1956, p.139) Appl. author: Applegate Advertising Agency, Inc. © 29Feb56; KK115207.

Easier, better way to seal jam and jelly. Ball Dome lids and canning jars. (In Co-ed, practical home economics ed., May 1956, p.10) Appl. author: Applegate Advertising Agency, Inc. © 20Apr56; KK116844.

Free gift to promote new half-pint jar. Canning jars and lids. (In Progressive grocer, Feb. 1956, p.159) Appl. author: Applegate Advertising Agency, Inc. © 1Feb56; KK114452.

Free gift to promote new half-pint jar. Canning jars & lids. (In Voluntary & cooperative groups, Mar. 1956, p.4 of cover) Appl. author: Applegate Advertising Agency, Inc. © 5Mar56; KK115321.

It's a jewel for jellies. Canning jars & lids. (In Good housekeeping, June 1956, p.186) Appl. author: Applegate Advertising Agency, Inc. © 22May56; KK117533.

New, better way to seal jam and jelly. Ball Dome lids & canning jars. (In Farm & ranch, June 1956, p.39) Appl. author: Applegate Advertising Agency, Inc. © 20May56; KK117576.

New, better way to seal jam and jelly. Easier, too, no paraffin needed with new Ball half-pint jar and Ball Dome lid. (In The Southern planter, May 1956, p.29) Appl. author: Applegate Advertising Agency, Inc. © 1May56; KK116511.

New, better way to seal jam and jelly. No paraffin needed with new Ball half-pint jar and Ball Dome lid. (In Farm & ranch, May 1956, p.41) Appl. author: Applegate Advertising Agency, Inc. © 18Apr56; KK116510.

New, better way to seal jam and jelly with Ball half-pint jar and Ball Dome lid. (In Workbasket, June 1956, p.21) Appl. author: Applegate Advertising Agency, Inc. © 18May56; KK117664.

New, easier way to seal jam and jelly. Ball Dome lids & canning jars. (In American agriculturist, June 2, 1956, p.21) Appl. author: Applegate Advertising Agency, Inc. © 2Jun56; KK117577.

New, easier way to seal jam and jelly. Ball Dome lids & canning jars. (In Household, June 1956, p.57) Appl. author: Applegate Advertising Agency, Inc. © 20May56; KK116845.

New, easier way to seal jam and jelly. Ball Dome lids & canning jars. (In Household, July 1956, p.61) Appl. author: Applegate Advertising Agency, Inc. © 20Jun56; KK117663.

Now, every hospital can afford the famous Hygeia nurser. Nipples & nursing bottles. (In Hospital purchasing file, 33d. ed., 1956, p.FB-19) Appl. author: Applegate Advertising Agency, Inc. © 2Jan56 (in notice: 1955); KK114835.

Perfect seal guaranteed with new Ball Dome lids. Canning jars. (In The Progressive farmer, June 1956, p.93) Appl. author: Applegate Advertising Agency, Inc. © 20May56; KK117578.

Rosemary Clooney says, I like Hygeia best. Nursing bottles & nipples. (In Parents' magazine, Apr. 1956, p.93) Appl. author: Applegate Advertising Agency, Inc. © 25Mar56; KK115234.

Seal jellies better than ever before. Ball Dome lids & canning jars. (In The Farmer, June 2, 1956, p.35) Appl. author: Applegate Advertising Agency, Inc. © 2Jun56; KK117662.

Seal jellies better than ever before. Canning jars & lids. (In The Progressive farmer, May 1956, p.121) Appl. author: Applegate Advertising Agency, Inc. © 20Apr56; KK116512.

BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSN. ©

At the local level, the bank that knows California. The dance of the dragon climaxes San Francisco's Chinese New Year celebration. (In Time, Jan. 24, 1955, p.68) Appl. author: Charles P. Johnson Co., Advertising. © 20Jan55; KK117127.

Border to border, the bank that knows California. Calexico. (In U. S. news & world report, Sept. 3, 1954, p.36) Appl. author: Charles P. Johnson Co., Advertising. © 3Sep54; KK113018.

Border to border, the bank that knows California. Crescent City. (In U. S. news & world report, Sept. 24, 1954, p.34) Appl. author: Charles P. Johnson Co., Advertising. © 24Sep54; KK113026.

A familiar landmark, the bank that knows California. (In U. S. news & world report, May 28, 1954, p.33) Appl. author: Charles P. Johnson Co., Advertising. © 28May54; KK113023.

Far and wide, the bank that knows California. Nevada City located in California's picturesque Mother Lode country. (In Time, Mar. 21, 1955, p.63) Appl. author: Charles P. Johnson Co. © 17Mar55; KK117128.

How are your trade connections in Singapore or around the world? (In U. S. news & world report, Apr. 16, 1954, p.48) Appl. author: Charles P. Johnson Co., Advertising. © 16Apr54; KK113028.

In Havana or around the world, here's what we can do for you. (In U. S. news & world report, May 21, 1954, p.55) Appl. author: Charles P. Johnson Co., Advertising. © 21May54; KK113024.

In London or around the world, here's what we can do for you. (In U. S. news & world report, Mar. 26, 1954, p.86) Appl. author: Charles P. Johnson Co., Advertising. © 26Mar54; KK113027.

In Santos or around the world, here's what we can do for you. (In U. S. news & world report, Sept. 10, 1954, p.48) Appl. author: Charles P. Johnson Co., Advertising. © 10Sep54; KK113017.

In Vancouver or around the world, here's what we can do for you. (In U. S. news & world report, Oct. 8, 1954, p.50) Appl. author: Charles P. Johnson Co., Advertising. © 8Oct54; KK113019.

It pays to know the bank that knows California. (In U. S. news & world report, Apr. 30, 1954, p.51) Appl. author: Charles P. Johnson Co., Advertising. © 30Apr54; KK113025.

Linked to the Pacific, the bank that knows California. (In Time, Pacific ed., Nov. 1, 1954, p.2 of cover) Appl. author: Charles P. Johnson Co., Advertising. © 1Nov54; KK113029.

A local tradition, the bank that knows California. (In U. S. news & world report, Aug. 20, 1954, p.51) Appl. author: Charles P. Johnson Co., Advertising. © 20Aug54; KK113020.

A mile ahead, the bank that knows California. (In U. S. news & world report, Oct. 15, 1954, p.33) Appl. author: Charles P. Johnson Co., Advertising. © 15Oct54; KK113016.

On 543 main streets, the bank that knows California. (In U. S. news & world report, July 9, 1954, p.52) Appl. author: Charles P. Johnson Co., Advertising. © 9Jul54; KK113021.

On hand, the bank that knows California. (In Business week) Appl. author: Charles P. Johnson Co., Advertising. © 25Dec54; KK113030.

On the move, the bank that knows California. (In U. S. news & world report, June 25, 1954, p.34) Appl. author: Charles P. Johnson Co., Advertising. © 25Jun54; KK113022.

On the scene, the bank that knows California. San Diego, City-Harbor panorama. (In Time, Nov. 8, 1954, p.73) Appl. author: Charles P. Johnson Co., Advertising. © 4Nov54; KK117126.

BANKER (R. C.) & CO. ©

Famous brands, huge selections ... Special discount sale. Furniture. Mail folder. © 3Jan56; KK113259.

A special invitation for you as one of our preferred customers ... Anniversary sale letter. Furniture. Sheet. © 30Dec55; KK113260.

BANKERS LIFE CO. ©

How to meet the problems of life and living. Double Duty Dollar Plan. Insurance. (In Time) Appl. author: George Drake. © 9Sep55; KK115093.

We thought our farm would always stay in the family, but little did we know the danger we were facing. Insurance. (In Successful farming, Feb. 1956, p.148) Appl. author: George Drake. © 1Feb56; KK113845.

What? Go back to work, you mean that could happen to me? Double Duty Dollar Plan. Insurance. (In Time, Jan. 30, 1956, p.46) Appl. author: George Drake. © 30Jan56; KK114072.

BARCALO MANUFACTURING CO. ©

Every Santa wants a BarcaLounger. [Family looking on as Santa dozes in reclining chair; six models] (In Life, Nov. 21, 1955, p.143) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Nov55; KK117322.

Every Santa wants a BarcaLounger. [Family looking on as Santa dozes in reclining chair; three models] (In This week magazine, Nov. 13, 1955, p.13) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Nov55; KK117321.

Father, dear father, come out of your BarcaLounger. Reclining chairs. (In Ladies' home journal, May 1956, p.215) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Apr56; KK117320.

She gets her beauty sleep in a BarcaLounger. [B & W; girl with telephone in reclining chair; two models] (In Sunset, Feb. 1956, p.82) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Jan56; KK117323.

She gets her beauty sleep in a BarcaLounger. [Color ad; girl with telephone in reclining chair; three models] (In The Saturday evening post, Mar. 17, 1956, p.137) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Mar56; KK117324.

BARDAHL.
Attention all cars: Don't take chances, call for Bardahl. Additive oil. (In Life, June 14, 1954, p.130-131) Appl. authors: Miller, Mackay, Hoeck & Hartung. © Bardahl Manufacturing Corp.; 14Jun54; KK114621.

BARDAHL MANUFACTURING CORP. SEE Bardahl.

BARDELL LABORATORIES.
Look and feel your best, portable steam bath. Display card. Appl. author: Vincent L. Berardinelli. © Mr. & Mrs. Vincent L. Berardinelli d.b.a. Bardell Laboratories; 17Jan56; KK114240.

BARGMAN, THEODORE. ©
Let the buyer remember. Mobile homes & parts. Sheet. © 5Dec55; KK114972.

BARNES, DOUGLAS W. d.b.a. DOUG-BOAT CO. SEE Doug-Boat Co.

BARTLEY, H. F.
Competitive, stimulating, educational, complete rules of play enclosed; Combilet, the brain teaser of word games. Label. © Harold F. Bartley; 4May56; KK116407.

BARTMANN & BIXER, INC. ©
New Kenpin. Drapery fastening pins. Label. © 4Jun56; KK117057.

BARTON, INC. ©
Chocolate matzos. Barton's bonbonniere. Net weight 13 ounces. Label. © 1Mar56; KK114723.

Continental dietetic chocolate bar, dark for reducing sugar intake. Barton's bonbonniere. Net weight 2 1/2 ounces. Label. © 15Apr56; KK116635.

Easter egg. Barton's bonbonniere. Swiss milk chocolate. Net weight 2 3/4 ozs. Label. © 3Jan56; KK113174.

Famous for continental chocolates. Barton's bonbonniere. Continental box top design. Label. © 15Dec55; KK114189.

Four Sons pops; milk chocolate. Barton's bonbonniere. 4 ounces net. Label. © 1Feb56; KK114071.

Hebrew symbols; milk chocolate. Barton's bonbonniere. 4 1/2 oz. net. Label. © 1Feb56; KK114070.

Milk chocolate hatchet. Barton's bonbonniere. 2 ounces net. Label. © 1Feb56; KK113870.

Purim masque. Barton's bonbonniere. Milk chocolate. Net weight 3 oz. Label. © 1Feb56; KK113869.

To my valentine. Barton's bonbonniere. 2 1/4 ounces net. Candy. Label. © 5Jan56; KK113681.

BARTZ, JOHN PAUL. ©
Vivose 525 helps you keep that sleek and youthful look. Beet and cane. Sugar and sugar substitute. Label. © 12Dec55; KK113197.

Vivose - 202, the refined cane sugar substitute for prepared foodstuffs. Label. © 8Dec55; KK114052.

BASIC-WITZ FURNITURE INDUSTRIES, INC. ©
It's the hidden quality that spells true value. (In House & garden, Apr. 1956, p.44) Appl. author: E. M. Bonfoey. © 20Mar56; KK115356.

BASKIN LABORATORIES. ©
Sweater-Fluff, cold water soap pearls. 12 ounces net. Label. Appl. author: Jevne D. Baskin. © 18Apr56; KK117276.

BATA SHOE CO.
The happiest kids wear canvas shoes by Bata. (In Good housekeeping, Apr. 1956, p.299) © Bata Shoe Co., Inc.; 20Mar56; KK115346.

BATES, JOHN S. ©
All-weather Suretite, rubber gasket, for vitrified clay pipe sewers. Sheet. © 15Apr56; KK116932.

BAXTER (J. H.) & CO. ©
Babe, this here's a ree-tort ... Baxco pressure treated forest products. Paul Bunyan cartoon. (In Electrical world, Mar. 5, 1956, p.131) © 5Mar56; KK115222.

Baxco poles Chemonited for pole frame construction. (Paul Bunyan cartoon) Pressure treated lumber. (In Crow's lumber digest, Pacific Coast, Mar. 1, 1956, p.11) © 1Mar56; KK115167.

Can't get this dad-burned sliver o'wood to burn, rumbled Paul Bunyan to Babe ... Baxco fire-retardant plywood (pressure treated with Protexol) (In Western construction, Jan. 1956, p.46) © 1Jan56 (in notice: 1955); KK115099.

A hundred twenty five foot long. Baxco (pressure treated) Douglas fir poles. Paul Bunyan cartoon. Lumber. (In Electrical world, May 14, 1956, p.28) © 14May56; KK116831.

Lookee here, babe, murmured Paul Bunyan ... (Baxco Chemonited pressure treated lumber. Paul Bunyan cartoon) (In Electrical world, Jan. 9, 1956, p.36) © 9Jan56 (in notice: 1955); KK113655.

Trees jest don't grow long enough for this here job, grumbled Paul Bunyan to Babe ... Baxco pressure treated piling (spliced or unspliced) Paul Bunyan cartoon. Lumber. (In Pacific builder & engineer, Mar. 1956, p.47) © 3Mar56; KK115205.

BAYUK CIGARS, INC. ©
Tom Moore, senator, a very mild cigar, quick on the draw. K-8203. Label. Appl. author: Benjamin F. Cake. © 30Mar56 (in notice: 1955); KK115900.

Tom Moore, senator, very mild cigars, quick on the draw. K-8150. Pkg. of 5. Slanting display. Label. Appl. author: Benjamin F. Cake. © 30Mar56 (in notice: 1955); KK115901.

BEACH, DAVID.
16' runabout ... SEE Douglas Fir Plywood Assn.

20' cabin cruiser ... SEE Douglas Fir Plywood Assn.

BEACHY, CHARLES EUGENE, d.b.a. BEACHY-CRAFT TOY PRODUCTS CO. SEE Beachy-Craft Toy Products.

BEACHY-CRAFT TOY PRODUCTS.
From this Space Kite to this Space Kyte. Space kite; Space Kyte. Sheet. © Charles Eugene Beachy d.b.a. Beachy-Craft Toy Products Co.; 15Jan56; KK116622.

BEACON CO. ©
Removes all waxes without scrubbing. Beacon all-brands wax & dirt remover. Contents one gallon. Label. © 2Apr56; KK115575.

Removes all waxes without scrubbing. Beacon all-brands wax & dirt remover. Contents one quart. Label. © 2Apr56; KK116095.

Removes all waxes without scrubbing. Beacon all-brands wax & dirt remover. Sample. 4 ounces. Label. © 2Apr56; KK115605.

BEAR MANUFACTURING CO. ©
Atlas Manbee On-A-Car Balancer, 1956 combination hoist and floor model. Wheel balancing machine. Folder. Appl. author: Van Auken, Ragland & Stevens. © Bear Manufacturing Co., Manbee Equipment Division; 22Feb56; KK116892.

Bear heavy-duty frame straightening, alinement, balancing equipment for all service shops. Catalog no. 56 H. D. 11 p. Appl. author: Van Auken, Ragland & Stevens. © 12Mar56; KK116371.

Love those smart race drivers. Bear wheel alinement & balancing service. (In The Saturday evening post, June 9, 1956, p.130) Appl. author: Van Auken, Ragland & Stevens. © 7Jun56; KK117279.

BEATRICE FOODS CO. ©
Meadow Gold mealtime adventures, by Beatrice Cooke. Free, 10 new recipes for baking with buttermilk. Golden corn muffins. (In Ladies' home journal, June 1955, p.149) Appl. author: Madeleine Barnes. © 26May55; KK114896.

New homemade sundae treat. Meadow Gold butter brickle with 4-minute mocha topping. Sundae in blue dish. (In Life, Sept. 5, 1955, p.96) Appl. author: Madeleine Barnes. © 2Sep55; KK117440.

BEAVER TOOL CO. ©
Decorating mulch. (Decorative mulch) Plastic material. (In Flower grower, Feb. 1956, p.116) Appl. author: Carl Edinger. © New Products Division, Beaver Tool Co.; 24Jan56; KK113842.

Rainbow Stones for potted plants and aquariums. Plastic material. Sheet. Appl. author: Carl Edinger. © 4Jan56; KK113173.

BECHTOLD, PAUL E. d.b.a. VENTARAMA. SEE Ventarama.

BEECH-NUT PACKING CO. ©
Beech-Nut cereal food pre-cooked for babies. Net wt. 4 ounces. Label. © 16Dec55; KK114691.

BEEFBOARDS, INC. ©
Watch your curves, eat more beef. (Beefboard) Signs. Sheet. Appl. author: Tom M. Kritser. © 22Feb56; KK114347.

BELO (A. H.) CORP. ©
Channel 8's new look, the channel that bears watching. Television broadcasting. (In The Dallas morning news, Apr. 29, 1956, pt.7, p.7) © 29Apr56; KK117129.

BENEDICTINE FATHERS. ©
Brother Benedict's honey-wheat bread. Weight 1 lb. Label. © 20Apr56; KK116142.

BENEFICIAL FINANCE CO. ©
Great, new idea, Beneficial's Cash-Now, Pay-Later Plan. (In The New York daily mirror, Jan. 24, 1956, p.16) © 24Jan56; KK114073.

BENSON & HEDGES. ©
Strike up a friendship with the new Parliament. Cigarette. (In Providence journal, May 25, 1956, p.3) Appl. author: Benton & Bowles, Inc. © 25May56; KK117683.

BENZIGER BROS., INC. ©
Church goods; catalog. 84 p. © 10Feb56; KK117130.

BERARDINELLI, VINCENT L. & MRS. VINCENT L. BERARDINELLI d.b.a. BARDELL LABORATORIES. SEE Bardell Laboratories.

BERARDINELLI, MRS. VINCENT L. & VINCENT L. BERARDINELLI d.b.a. BARDELL LABORATORIES. SEE Bardell Laboratories.

BERG, ALFRED H. ©
Cash card game and cash box. Label. © 21Mar56; KK115262.

BERGER'S. ©
Summer surfaced, slim coat sheath. Women's apparel. (In Glamour, May 1956, p.13) Appl. author: The Albert Woodley Co. © 22Apr56; KK116741.

BERTIN LABORATORIES. ©
New formula NRG-X, Energy-X, battery additive for use in lead acid batteries. Type 6-12. Label. Appl. author: Howard Bertin Severson. © 6Dec55; KK113743.

New formula NRG-X, Energy-X; certificate of guarantee. Chemical. Sheet. Appl. author: Howard Bertin Severson. © 6Dec55; KK113754.

BESS, G. B.
Why Vito-Dough is preferred to meet today's bread competition. Baking & baked products. Sheet. © Guy Brown Bess; 28Mar56; KK115347.

BESSER CO. ©
Spring-dating program. 1956. Concrete products machinery. Pamphlet. Appl. author: Melvin E. Huggler. © 21Nov55; KK114388.

BEST & CO., INC. ©
If the shoe fits, it's a Best-flex. (In New York herald tribune, Mar. 16, 1956, p.5) © 16Mar56; KK114977.

Reflecting a way of life. Women's clothes. (In New York herald tribune, May 13, 1956, p.5) © 13May56; KK116538.

BEUNA SHEETS. SEE Sheets, Beuna.

BIBLER, DICK & BILL HARTMAN d.b.a. NATION-WIDE EDUCATION SERVICE. SEE Nation-Wide Education Service.

BILCHICK, CHARLES F. d.b.a. C & B ADVERTISING. SEE C & B Advertising.

BIRELEY'S DIVISION, GENERAL FOODS CORP. SEE General Foods Corp.

BLACK, A. E. ©
Baby boot-ay, two little shoes for baby to wear ... Card. © 16Jan56; KK114205.

BLACO MANUFACTURING CO.
Glaput putty tool. Form 432. Label. Appl. authors: I. W. McCulley & others. © I. W. McCulley & S. J. Haretik d.b.a. Blaco Manufacturing Co.; 31Jan56; KK113994.

Glaput putty tool. Glaput catalog sheet. Form 150. Appl. authors: S. J. Haretik & Paul Slaughter. © S. J. Haretik & I. W. McCulley d.b.a. Blaco Manufacturing Co.; 5Mar56; KK114778.

BLATZ BREWING CO., a division of SCHENLEY INDUSTRIES, INC. SEE Schenley Industries, Inc.

BLOOMER BROS. CO. ©
Design no.660. Ice cream carton. Label. Appl. author: Howard Franklin. © 10Jan56; KK113375.

Foodtown burgundy cherry ice cream; design. One-half gallon liquid. Label. Appl. author: Howard Franklin. © 10Feb56; KK114488.

Foodtown butter pecan ice cream; design. One-half gallon liquid. Label. Appl. author: Howard Franklin. © 10Feb56; KK114487.

Foodtown butterscotch ripple ice cream; design. One-half gallon liquid. Label. Appl. author: Howard Franklin. © 10Feb56; KK114489.

Foodtown chocolate chip ice cream; design. One-half gallon liquid. Label. Appl. author: Howard Franklin. © 10Feb56; KK114486.

Foodtown fresh peach ice cream; design. One-half gallon liquid. Label. Appl. author: Howard Franklin. © 10Feb56; KK114485.

BLU-BURN-R PRODUCTS, INC. ©
Look, Blu-Burn-R, immediate hot, blue flame. Propane gas burning equipment. Sheet. © 17Feb56; KK114776.

BOBRICH PRODUCTS CORP. ©
As safe as switching on the lights, the new Bobrich lo-current automatic blanket ... Label. © 22Jun55; KK114107.

BOLTON (JOHN W.) & SONS, INC. ©
Take a tip from the papermaker on Emerson stainless steel jackets. (In Tappi, Dec. 1955, p.90-91) © 1Dec55; KK115282.

BOMAN, THOMAS G. d.b.a. BOMAN CO. SEE Boman Co.

BOMAN CO.
Cord King is a cord-minder. Keeps iron cord out of your way. Label. © Thomas G. Boman d.b.a. Boman Co.; 1Dec55; KK113121.

BOND FOUNDRY & MACHINE CO. ©
Bond materials handling equipment. No.R-63. 11 p. © 24Apr56; KK116731.

Price list, Bond, no.CWM-1, for truck caster catalog no.K-40. Effective May 1, 1956. Folder. © 24Apr56; KK116640.

BOONE BAIT CO., INC. ©
Artificial fishing lures. Catalog sheet, Boone lures. Folder. Appl. author: Joseph Sands Showalter. © 9Apr56; KK115626.

BORAX CONSOLIDATED, LTD.
Boraxo, powdered hand soap, cleans dirty hands. 8 oz. net weight. Label. Appl. author: Borax Consolidated, Ltd. d.b.a. Pacific Coast Borax Co., a division of Borax Consolidated, Ltd. © Pacific Coast Borax Co., a division of Borax Consolidated, Ltd.; 11Jan56; KK114305.

BORDEN CO. ©
Apple la mode ice cream. One-half gallon liquid. Label. © 28Mar56; KK115528.

But dear, you don't have to starve while dieting, said Elsie the Borden cow. Borden's skimmed milk. (In Life, Jan. 10, 1955, p.70) © 6Jan55; KK114893.

But Elmer, I didn't say it would make you live to 90, said Elsie, the Borden cow. Borden's buttermilk. (In Life, June 14, 1954, p.140) © 11Jun54; KK113614.

But Elmer, your painting of me will be in everyone's refrigerator, said Elsie, the Borden cow. Borden's ice cream. (In Good housekeeping, July 1955, p.29) © 20Jun55; KK113710.

Drink up, Elmer, it's the fountain of youth, said Elsie, the Borden cow. Borden's butter milk. (In The Saturday evening post, July 2, 1955, p.16) © 28Jun55; KK117179.

Elmer's glue chart. Display card. © 1Sep55; KK114546.

Enjoy Elsie's refresher course, Borden's cream cheese and Borden's coffee. (In The Saturday evening post, Mar. 27, 1954, p.56) © 23Mar54; KK113712.

Extra festive, extra easy to serve, Borden's egg nog. (In The Saturday evening post, Nov. 20, 1954, p.71) © 17Nov54; KK116827.

Extra good because it's made with extra cream. Lady Borden Lorraine cherry ice cream. (In Life, Jan. 25, 1954, p.15) © 22Jan54; KK113041.

Gudo, chocolate flavored drink mix. Label. © 5Sep51; KK114891.

Hi, just wanted to let you know, I'm still in the public eye. Borden's Starlac. Nonfat dry milk solids. Mail folder. © 21Feb56; KK114906.

How about do-it-yourself sandwiches. Such fun with Borden's cheese spreads - after the game ... after school ... during a busy day ... (In The Saturday evening post, Oct. 29, 1955, p.87) © 24Oct55; KK116092.

Lady Borden holiday bisque Tortoni, it's here, the gayest ice cream of the season. (In Life, Nov. 21, 1955, p.186) © 17Nov55; KK113711.

Lady Borden ice cream is extra good because it's made with extra cream. Lady Borden black raspberry. Dip right into summer. (In Life, May 9, 1955, p.2 of cover) © 5May55; KK116236.

Lady Borden ice cream is extra good because it's made with extra cream. Lady Borden Lorraine cherry. (In Life, Jan. 16, 1956, p.6) © 12Jan56; KK113840.

Lady Borden ice cream is extra good because it's made with extra cream. Lady Borden Lorraine cherry. (In The Saturday evening post, Jan. 15, 1955, p.16) © 11Jan55; KK114892.

Lady Borden ice cream is extra-good because it's made with extra cream. Lady Borden Vienna strawberry. (In Life, May 7, 1956, p.184) © 3May56; KK117043.

Lady Borden Tropic Isle pineapple. It's here again, luscious with sun-ripened pineapple. Ice cream. (In Life, Sept. 19, 1955, p.33) © 15Sep55; KK114437.

Lady Borden Tropic Isle pineapple ice cream ... (In The Saturday evening post, Sept. 11, 1954, p.118) © 7Sep54; KK113713.

Magic recipes. Condensed milk. Folder. © 4Jan56; KK115703.

Now, from Holland, the most special chocolate flavor ever. Borden's dutch chocolate flavored drink & ice cream. (In The Saturday evening post, Oct. 8, 1955, p.8-9) © 4Oct55; KK116026.

Speed recipes. Condensed milk. Folder. © 22Aug55; KK114836.

Starlac, the heart of milk. Thrifty, nifty lunch with Starlac ... Tuna chowder. Nonfat dry milk solids. (In Illinois state journal, Dec. 5, 1955, p.4) © 5Dec55; KK114379.

BORDEN CO. © Cont'd.

Try Elsie's favorite 5-minute lunch. Borden's Vera-Sharp American cheese & Borden's instant coffee. (In Life, Feb. 22, 1954, p.96) © 18Feb54; KK113714.

Viacil, Viable L. acidophilus, Borden's tablets. 21. Label. © 5Dec55; KK114308.

Warm welcome for unexpected guests: Borden's cheese spreads; Borden's instant coffee. (In The Saturday evening post, Mar. 12, 1955, p.110) © 8Mar55; KK114380.

The way color will brighten up television, Borden's cream brightens up your meals. (In Life, Apr. 19, 1954, p.45) © 16Apr54; KK114894.

A wonderful new treat from Borden's. Borden's dutch chocolate flavored drink. (In Life, June 6, 1955, p.96) © 2Jun55; KK115873.

You'll call it milk magic, new instant Starlac. Non-fat, dry milk solids. (In Look, Feb. 22, 1955, p.45) © 8Feb55; KK117668.

Your daily health drink, Borden's buttermilk. (In Look, June 16, 1953, p.37) © 2Jun53; KK117044.

BORG-ERICKSON CORP. ©

Doing the impossible may depend upon faith. An inventor's dream gave you weighing accuracy at home. Borg scales. (In Reader's digest, Apr. 1956, p.181) Appl. author: Fletcher D. Richards. © 1Feb56; KK115394.

Happy gift for any occasion, Borg's beautiful Flight. Bathroom scales. (In Ladies' home journal, May 1956, p.51) Appl. author: Fletcher D. Richards, Inc. © 1Mar56; KK117190.

Junior scale, by Borg. A personal scale to interest the child in physical development. Label. Appl. author: W. C. Ritchie & Co. © 28Dec55; KK115799.

What a beautiful way to glamorize your bath. Borg's Flight, the scale beautiful. (In Ladies' home journal, Mar. 1956, p.217) Appl. author: Fletcher D. Richards, Inc. © 20Dec55 (in notice: 1956); KK115395.

BORN, TERRY F. & HOWARD L. CLEVELAND, owners, NU-LIFE PRODUCTS. SEE Nu-Life Products.

BOSTROM MANUFACTURING CO. ©

Bostrom Level Ride 80 makes news from coast to coast. Truck & tractor seats. Folder. Appl. author: Allman Co., Inc. © 10Apr56; KK116031.

The Bostrom Level Ride 80 with passenger car ride. Truck & tractor seats. Sheet. Appl. author: E. F. Schmidt Co. © 10Apr56; KK116030.

BOTANY MILLS, INC. ©

Bell apparanza, smart appearance. A translation of the smartest continental appearance, by Botany brand 500, tailored by Daroff. Men's suits & topcoats. (In The New York times magazine, Oct. 23, 1955, p.4 of cover) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 23Oct55; KK113962.

Botany brand 500 presents the new, exclusive Ivy Look in the Ivy Executive model. Men's suits, sport coats, slacks & topcoats. (In Esquire, Nov. 1955, p.20-21) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 6Oct55; KK114839.

Botany 500, tailored by Daroff, Black Coffee. Men's suits & topcoats. (In Collier's, Sept. 30, 1955, p.99) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 20Sep55; KK113961.

Botany 500, tailored by Daroff, County casuals. Men's suits & topcoats. (In Sports illustrated, Sept. 5, 1955, p.8) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 5Sep55; KK114116.

Botany 500, tailored by Daroff, Ink blues. Men's suits & topcoats. (In The Saturday evening post, Dec. 3, 1955) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 30Nov55; KK116489.

Botany 500, tailored by Daroff, Smoke greys. Men's suits & topcoats. (In Life, Oct. 24, 1955, p.14) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 24Oct55; KK114115.

Botany 500, tailored by Daroff, Town browns. Men's suits & topcoats. (In Time, Nov. 14, 1955, p.67) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 10Nov55; KK116490.

The Continental Look at its handsome best, Botany brand 500, tailored by Daroff. Men's clothing. (In The New York times magazine, Sept. 4, 1955, p.12) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 4Sep55; KK113902.

A recognized symbol of style leadership. Men's robes. (In Men's wear) Appl. author: Bert Goldsmith, Inc. © 9Jul54; KK113067.

You can be twice as great as you are with the greatest name in quality fabric, Botany and the greatest retail price in slacks. (In Men's wear, Apr. 16, 1954, p.22-23) Appl. authors: A. J. Silberstein & Bert Goldsmith, Inc. © 16Apr54; KK113321.

BOUND BROOK OIL-LESS BEARING CO. ©

Bound Brook bearing material selection chart. Folder. © 15Jun56; KK117703.

BOURLAND, VERGAL.

Bourland's, Fort Worth's high volume store. Free $20,000 in valuable prizes to be given away when you play the exciting new 21 game ... Home appliances. (In Fort Worth shopper, Jan. 1, 1956, section 3, p.2) © Vergal H. Bourland; 1Jan56; KK115284.

BOURNS LABORATORIES.

Bourns model 120 carbon Trimpot. Bulletin no.120C/B/6. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 15Feb56; KK114993.

Bourns model 120 wirewound Trimpot. Bulletin no.120W/B/6. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 15Feb56; KK114992.

Bourns model 130 Trimpot, solder-lug. Bulletin 130/6/A. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 15Feb56; KK114991.

Bourns model 132 TrimR variable resistor. Bulletin 132/6/A. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 15Feb56; KK114990.

Bourns model 140 Align-O-Pot. Bulletin no.140/6/F. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 11Jun56; KK117430.

Bourns model 160 Trimpot high temperature. Bulletin 160/6/A. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 15Feb56; KK115034.

Bourns model 209 Twinpot. Bulletin 209/6/A. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 15Feb56; KK114989.

Bourns model 230 Trimpot, humidity-proof. Bulletin no.230P/6/B. Precision instruments. Sheet. © Bourns Laboratories, Inc. 15Feb56; KK114988.

Bourns models 155 & 156 Liniometer & Align-O-Pot. Bulletin no. 15556/6/F. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 11Jun56; KK117429.

Bourns models 704-705-706 high pressure transducers. Bulletin no. 70456/6/C. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 23Apr56; KK116178.

Bourns new Bourdon tube pressure transducers. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 7May56; KK116515.

Bourns Trimpot mounting hardware. Bulletin no.TPH/6/B. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 15Feb56; KK114994.

Our concern with wire winding has abated ... (Bourns Laboratories Christmas card) Precision instruments. Folder. Appl. author: Marlan E. Bourns. © Bourns Laboratories, Inc.; 15Dec55; KK113903.

Self aligning shaft ... Bourns Align-O-Pot; Bourns Liniometer. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 15Mar56; KK115338.

You can be sure of prompt Trimpot deliveries. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 7Dec55; KK114995.

BOYER (D. B.) & CO. ©

Dutch Thrift Days, best made nylons. (In Pottstown mercury, Pottstown, Pa., Feb. 24, 1956, p.18) © 15Feb56; KK115559.

BRACH (E. J.) & SONS. ©

Burgundy. 21 kinds of delicious candy. (In Everywoman's, May 1956, p.53) Appl. author: Arthur Meyerhoff & Co. © 26Apr56; KK115991.

Burgundy. 21 kinds of delicious candy. (In Family circle, May 1956, p.39) Appl. author: Arthur Meyerhoff & Co. © 26Apr56; KK115779.

Burgundy. 21 kinds of delicious candy. (In Life, Apr. 16, 1956, p.19) Appl. author: Arthur Meyerhoff & Co. © 12Apr56; KK115780.

Enjoy finest real chocolate. Brachs, a great name in candy. (In Life, Feb. 21, 1955, p.140) Appl. author: Arthur Meyerhoff & Co. © 21Feb55; KK115236.

Go ahead, sweetheart, it's Brach's toffee. Brach's, a great name in candy. (In Better living, Central ed., May 1956, p.7) Appl. author: Arthur Meyerhoff & Co. © 12Apr56; KK115778.

BRADLEY (MILTON) CO. ©

Another key to fun and learning. Baseball and football with darts. 4606. Label. © 1Mar56; KK117227.

Another key to fun and learning. Bumpy, the funny little bear game. 4022-1. Label. © 1Dec55; KK117233.

Another key to fun and learning. Crosstown game. 4601. Label. © 1Mar56; KK117234.

Another key to fun and learning. Forest friends, a cute little folks animal game. 4310-1. Label. © 1Mar56; KK117223.

Another key to fun and learning. Geography Lotto. 4620-2. Game. Label. © 1Mar56; KK117230.

Another key to fun and learning. India and Puss in the corner, Johnny jumps, Railroad game. 4012. Label. © 1Mar56; KK117232.

Another key to fun and learning. Look and Learn Lotto, an aid-to-reading game with pictures, letters and words. 4620-1. Label. © 1Mar56; KK117229.

Another key to fun and learning. Make your own rag doll. 4618. Game. Label. © 1Mar56; KK117228.

Another key to fun and learning. Mister Bug goes to town. 4310-3. Label. © 1Mar56; KK117235.

Another key to fun and learning. Rack-O. 4615. Game. Label. © 1Mar56; KK117231.

Another key to fun and learning. Redskin water color crayons. For ages 3 to 8. 4525. Label. © 1Mar56; KK117225.

Another key to fun and learning. Redskin water color crayons. For ages 3 to 11. 4524. Label. © 1Mar56; KK117224.

Another key to fun and learning. The merry game of Spineroo. 4022-6. Label. © 1Dec55; KK117236.

Another key to fun and learning. U-Stikum. 4603. Game. Label. © 1Mar56; KK117226.

BRADSHAW, HARRY DENNIS, owner, SUPERIOR PLANS. SEE Superior Plans.

BRANIFF AIRWAYS, INC. ©
Coming this fall, the El Dorado, world's largest, quietest, longest-range passenger aircraft. (In The Dallas morning news, June 20, 1956, p.9) © 20Jun56; KK117726.

Enjoy Braniff's Thrift-Fare-Flites with first-class seating comfort. (In The Kansas City star, May 1, 1956, p.6) © 1May56; KK117003.

BRAUN (C. F.) & CO. ©
Braun heat-exchangers; dimensions. Apr. 1956. Folder. © 9Apr56; KK115922.

Braun heat-exchangers; type designations. Apr. 1956. Folder. © 9Apr56; KK115921.

Braun kettle-type reboilers; dimensions. Apr. 1956. Folder. © 9Apr56; KK115923.

BREAST-O-CHICKEN TUNA, INC. ©
Sunset brand, light meat, grated tuna. Contents 6 oz. avoir. Label. Appl. author: Gerald Mertens. © 10Jan56; KK113646.

BRECK (JOHN H.) INC. ©
Beautiful hair; Breck ... shampoo. Constance Breck [painting] shampoo & hairdress for men combination. (In Ladies' home journal, June 1956, p.4 of cover) © 25May56; KK116879.

Beautiful hair; Breck ... shampoo. Mrs. John H. Breck painting; 3 - 4 oz. bottles of shampoo. (In Ladies' home journal, Feb. 1956, p.3 of cover) © 27Jan56; KK114764.

Beautiful hair; Breck ... shampoos. Jacqueline Lanciaux painting & 3 - 4 oz. bottles of shampoo. (In Ladies' home journal, Apr. 1956, p.140) © 30Mar56; KK115440.

Beautiful hair; Breck ... shampoos. Painting with Susan; 3 - 4 oz. bottles. (In Ladies' home journal, Mar. 1956, p.2) © 24Feb56; KK114765.

Beautiful hair; Breck ... shampoos. [With] painting of Pauline Hughes [profile, looking up] and 3 - 4 ounce bottles. (In Ladies' home journal, Jan. 1956, p.3 of cover) © 30Dec55; KK113109.

BREEDEN, HAROLD LEON. SEE Breeden, Leon.

BREEDEN, LEON.
Cactus Music Publishers. Musical cactus. Label. © Harold Leon Breeden; 1Mar56; KK115076.

BREGNARD, FRANK O. ©
You can avoid costly mistakes by having an Auto Mechanics Institute specialist ... Sheet. © 6Mar56; KK114698.

BRESLOVE SEPARATOR CO. ©
Breslove regenerative fly ash collector. For marine use such as in ships' stacks. 6 p. Appl. author: Joseph Breslove, Jr. © 24Apr56; KK116722.

Breslove regenerative fly ash collector - induced draft unit. Used with industrial furnaces & boilers. 6 p. Appl. author: Joseph Breslove, Jr. © 10Apr56; KK116721.

BREWERS SCIENTIFIC LABORATORIES. ©
Cooker Enzymes for making maltless cooker mashes. Sheet. Appl. author: A. L. Nugey. © 23May56; KK117111.

BRIDDELL (CHARLES D.) INC. ©
5 glistening reasons why Carvel Hall cutlery is so-o-o profitable. (In Directory of merchandise mart, Jan. 1956, p.329) Appl. author: Van Sant, Dugdale & Co., Inc. © 1Jan56; KK113677.

Home Freezer Foods, Inc. presents gifts for you by Carvel Hall. Cutlery. Folder. Appl. author: Van Sant, Dugdale & Co., Inc. © 28May56; KK116916.

New for the show from Carvel Hall: Famous Homemaker cutlery now available in open stock. (In Retailing daily, Jan. 20, 1956) Appl. author: Van Sant, Dugdale & Co., Inc. © 20Jan56; KK113673.

New for the show from Carvel Hall: Leisure, gleaming stainless in the modern manner, designed by George Nelson. Tableware. (In Retailing daily, Jan. 23, 1956) Appl. author: Van Sant, Dugdale & Co., Inc. © 23Jan56; KK113674.

New for the show from Carvel Hall: Now, Carvel Hall Constellation, a quality sharpener at a promotional price. (In Retailing daily, Jan. 24, 1956) Appl. author: Van Sant, Dugdale & Co., Inc. © 24Jan56; KK113675.

Steak knives, by Chas. D. Briddell, Inc., Carvel Hall steelsmiths for every taste and table. Folder. © 9Jan56; KK112985.

BRIDGES, CLYDE L. d.b.a. SUR-BLAZE CO. SEE Sur-Blaze Co.

BRINLEY, J. F. ©
Memorials for Eternity, by Memorial Arts, Incorporated. Pamphlet. © 28Oct54; KK116184.

BRISTOL-MYERS CO. ©
Back up your smile with healthy teeth. Ipana tooth paste. Poster. Appl. author: Sally Dickson Associates. © Bristol-Myers Co. (in notice: Educational Service Dept., Bristol-Myers Co.); 15Mar56; KK115231.

How do you rate? Mum deodorant. Chart. Appl. author: Sally Dickson Associates. © 15Mar56; KK115233.

My toothbrushing book. Smile, please. Ipana tooth paste. Folder. Appl. author: Sally Dickson Associates. © 15Mar56; KK115232.

Your hands, make them attractive as well as useful. Trushay lotion. Folder. Appl. author: Sally Dickson Associates. © 20Jan56; KK113581.

BROCK & CO., INC. ©
Brock's makes 'em best. Brock's famous frozen french fries. Brockie. Potatoes. (In The Evening bulletin, Apr. 5, 1956, p.14) © 5Apr56; KK115816.

From this box come the world's finest french fries. Brock's frozen french fried potatoes. (In The Evening bulletin, Philadelphia, Feb. 23, 1956, p.19) © 23Feb56; KK114456.

Great on vegetable platters. Brock's famous frozen french fries ... Brockie. (In The Evening bulletin, Mar. 1, 1956, p.15) © 1Mar56; KK115064.

Great with ham. Brock's famous frozen french fries. Brockie. Potatoes. (In The Evening bulletin, final New Jersey ed., Mar. 29, 1956, p.37) © 29Mar56; KK115814.

Great with seafood. Brock's famous frozen french fries ... Brockie. © 1Mar56; KK115062.

New, Brock's frozen potato puffs. Brockie. (In The Evening bulletin, Apr. 5, 1956, p.58) © 5Apr56; KK115817.

New, Brock's frozen potato puffs. Brockie. (In The Evening bulletin, final New Jersey ed., Mar. 29, 1956, p.30) © 29Mar56; KK115815.

To get the best, be sure they're Brock's famous frozen french fries. Brockie. Potatoes. (In The Evening bulletin, Mar. 15, 1956, p.26) © 15Mar56; KK115326.

What's new? Brock's frozen potato puffs ... Brockie. (In The Evening bulletin, Mar. 1, 1956, p.33) © 1Mar56; KK115063.

What's new? Brock's frozen potato puffs. Brockie. (In The Evening bulletin, Apr. 5, 1956, p.32) © 5Apr56; KK115818.

What's new? Brock's frozen potato puffs. Brockie. (In The Evening bulletin, final New Jersey ed., Mar. 29, 1956, p.7) © 29Mar56; KK115813.

BROMO-MINT CO. d.b.a. KENNER PRODUCTS CO. SEE Kenner Products Co.

BROOKER SALES, INC. ©
All surplus stock ordered sold ... Inventory adjustment sale; free prizes. Stanley Hardware, Fur-

BROOKER SALES, INC. © Cont'd.

niture & G. E. Appliances. (In The Heavener ledger, Heavener, Okla., Apr. 26, 1956, p.6-7) © 26Apr56; KK116410.

BROOKMEADE CANDIES. ©

Brookmeade BourBons, the candy with the double-take. Net weight 14 oz. Label. Appl. author: Walter Franklin Anderson. © 1Feb56; KK116910.

BROWN, EILEEN.

How to make a felt card table cover with Wiss pinking shears. SEE Wiss (J.) & Sons Co.

How to make a fish pillow, a cat pillow and a back-drop with Wiss pinking shears. SEE Wiss (J.) & Sons Co.

How to make a kabuki collar and an obi belt with Wiss pinking shears. SEE Wiss (J.) & Sons Co.

Wiss pinker fashions felt spats. SEE Wiss (J.) & Sons Co.

Wiss pinker fashions felt tiara. SEE Wiss (J.) & Sons Co.

Wiss pinker fashions holiday appliques. SEE Wiss (J.) & Sons Co.

BROWN, ROY L. & ANITA M. REED d.b.a. ROY L. BROWN & ASSOCIATES. SEE Brown (Roy L.) & Associates.

BROWN (ROY L.) & ASSOCIATES.

Best toilet tank float, solid plastic, super buoyant. Label. © Anita M. Reed & Roy L. Brown d.b.a. Roy L. Brown & Associates; 22Nov55; KK115281.

BROWN CHEMICAL SPECIALTY CO. ©

Blu-Roach Ban. Roach & rodent chemical exterminator. 3 oz. net. Label. Appl. author: Herbert Brown. © 10Apr56; KK115671.

Blu-Roach way, the long term stay. Roach & rodent chemical exterminator. Sheet. Appl. author: Herbert Brown. © 10Apr56; KK115670.

BROWN-FORMAN DISTILLERS CORP. ©

All your members will appreciate Brown-Forman quality. Old Forester; Early Times. (In Club management, Jan. 1956, p.2 of cover) Appl. author: Ruthrauff & Ryan. © 1Jan56 (in notice: 1955); KK113891.

A160138, every bottle registered for assured satisfaction. Old Forester. (In Monopoly state review, Apr. 1, 1956, p.23) Appl. author: Ruthrauff & Ryan, Inc. © 1Apr56; KK117317.

A160138, feature the bourbon that's registered for your customers' assured satisfaction. Old Forester. (In Frank Kane's Licensed beverage review, Apr. 1, 1956, p.17) Appl. author: Ruthrauff & Ryan, Inc. © 1Apr56; KK117318.

Bottle after bottle, it's always the same fine Old Forester. (In Town & country, Jan. 1956, p.2 of cover) Appl. author: Ruthrauff & Ryan, Inc. © 1Jan56 (in notice: 1955); KK113935.

Bottle after bottle, the same fine Old Forester. (In Los Angeles herald express, Jan. 13, 1956, p.D-1) Appl. author: Ruthrauff & Ryan. © 13Jan56; KK113892.

Don't make just a sale, make a customer. Old Forester. (In Buckeye tavern, Oct. 1955, p.2 of cover) Appl. author: Ruthrauff & Ryan, Inc. © 1Oct55; KK113297.

Don't make just a sale, make a customer. Old Forester. (In Oregon licensee, Oct. 1955, p.5) Appl. author: Ruthrauff & Ryan, Inc. © 1Oct55; KK113486.

Don't wrap it, it's too beautiful. Old Forester. (In Birmingham news, Dec. 7, 1955, p.50) Appl. author: Ruthrauff & Ryan, Inc. © 7Dec55; KK115078.

Even better than last year's top-selling Old Forester decanter. (In Monopoly state review, Oct. 1, 1956, p.3 of cover) Appl. author: Ruthrauff & Ryan, Inc. © 1Oct55; KK113584.

Famous Old Forester presents its new decanter. (In Los Angeles herald express, Nov. 11, 1955, p.B2) Appl. author: Ruthrauff & Ryan, Inc. © 11Nov55; KK113628.

Famous Old Forester, wonderful Early Times, your customers will appreciate Brown-Forman quality. (In Ohio tavern news, Oct. 13, 1955, p.6) Appl. author: Ruthrauff & Ryan, Inc. © 13Oct55; KK113296.

Going, going, almost gone. [Hand holding decanter of Old Forester; carton & 2 large bottles] (In Cleveland plain dealer, Dec. 23, 1955, p.23) Appl. author: Ruthrauff & Ryan. © 23Dec55; KK113888.

Here's the long and short of finer drinks. King blended whisky. (In Recorder gazette, Greenfield, Mass., Nov. 22, 1955, p.16) Appl. author: Ruthrauff & Ryan, Inc. © 22Nov55; KK113489.

Identical Trenier twins choose different brands of bourbon. Early Times; Old Forester. (In Ebony, Nov. 1, 1955, p.90-91) Appl. author: Ruthrauff & Ryan, Inc. © 1Nov55; KK113488.

Old Forester. Kentucky straight bourbon whisky. [Decanter; detached label] (In Richmond news leader, Dec. 1, 1955, p.6) Appl. author: Ruthrauff & Ryan, Inc. © 1Dec55; KK113633.

On the bottle, we've redesigned the label to bring out 3 visible assurances of constant quality. Old Forester. (In Town & country, Mar. 1, 1956, p.2 of cover) Appl. author: Ruthrauff & Ryan, Inc. © 1Mar56; KK116060.

Poured with pride from coast to coast, for as the famous label says: There is nothing better in the market. Old Forester. (In 1955 Corrado's liquor handbook, Jan. 1, 1955, p.69) Appl. author: Ruthrauff & Ryan, Inc. © 1Jan55; KK113691.

Same fine Old Forester in striking new decanter. Here's what the Trenier twins say ... (In Ebony, Dec. 1, 1955, p.36-37) Appl. author: Ruthrauff & Ryan, Inc. © 1Dec55; KK113295.

Same fine Old Forester in striking new decanter. [Standard bottle & decanter; pouring spout; glass] (In Life, Dec. 5, 1955, p.27) Appl. author: Ruthrauff & Ryan, Inc. © 5Dec55; KK113635.

See the Old Forester decanter, it becomes a lamp. (In Bridgeport post telegram, Dec. 1, 1955, p.22) Appl. author: Ruthrauff & Ryan, Inc. © 1Dec55; KK114018.

See the Old Forester decanter, it becomes a lamp. (In New York news, Nov. 9, 1955, p.79) Appl. author: Ruthrauff & Ryan, Inc. © 9Nov55; KK113634.

Serve the bourbon that's registered for your members' assured satisfaction. Old Forester. (In Club management, Apr. 1956, p.2 of cover) Appl. author: Ruthrauff & Ryan, Inc. © 1Apr56; KK116122.

Trenier twins identical in Christmas gift ideas. Early Times; Old Forester. (In Jet, Nov. 10, 1955, p.36-37) Appl. author: Ruthrauff & Ryan, Inc. © 10Nov55; KK114551.

We've re-designed the label to bring out 3 visible assurances of constant quality. [Background figures of 2 men at table with raised glasses; bottle of Old Forester] (In Chicago tribune, Mar. 2, 1956, sports section, p.3) Appl. author: Ruthrauff & Ryan, Inc. © 2Mar56; KK116064.

The whisky you give and serve with pride presents its new decanter. Old Forester. (In Life, Nov. 7, 1955, p.60) Appl. author: Ruthrauff & Ryan, Inc. © 7Nov55; KK113189.

The whisky you pour with pride presents its new decanter. $5.60 4/5 qt. Old Forester. (In Columbus dispatch, Nov. 4, 1955, p.9B) Appl. author: Ruthrauff & Ryan, Inc. © 4Nov55; KK113191.

The whisky you pour with pride presents its new decanter. Old Forester. [Standard bottle & decanter; glass] (In San Francisco examiner, Nov. 15, 1955, section 11, p.6) Appl. author: Ruthrauff & Ryan, Inc. © 15Nov55; KK113491.

The whisky you pour with pride presents its new decanter. When you give this finest of fine bourbons ... Old Forester. (In Oakland tribune, Nov. 9, 1955, p.54) Appl. author: Ruthrauff & Ryan, Inc. © 9Nov55; KK113192.

Your members will want this new decanter, by famous Old Forester. (In Club management, Nov. 1955, p.2 of cover) Appl. author: Ruthrauff & Ryan, Inc. © 1Nov55; KK113190.

BROWNE, M.

Registered member, 1st American Society Certified Gem Counsellors. Sheet. © Meyer Browne; 29Feb56; KK115428.

BROWNELL, BOB.

Aloxo black for aluminum. 1956 series. Label. © Frank Royce Brownell d.b.a. Bob Brownell; 8Nov55; KK113716.

Directions for use; Oxpho-Blue. (Instructions ...) Steel blackening chemical. Label. © Frank Royce Brownell d.b.a. Bob Brownell; 15Dec55; KK113277.

BROWNELL, FRANK ROYCE d.b.a. BOB BROWNELL. SEE Brownell, Bob.

BROWNING MANUFACTURING CO. ©

Browning FHP drives for air conditioning equipment. Price sheet V-176-B, effective June 5, 1956, replaces V-176-A. Appl. author: Laurance L. Browning. © 5Jun56; KK117710.

BROWNSTEIN, S.

Slipstick, slide rule lubricant. Lubricant impregnated paper. Label. © Solomon Brownstein, 23Oct55; KK112302.

BRUCE (E. L.) CO. ©

Are termites secretly attacking your home? Terminix. World's largest in termite control. (In The Saturday evening post, Apr. 7, 1956, p.20) Appl. author: Holton C. Rush. © 7Apr56; KK116752.

BRUMBELOW, INEZ ISABELLA. ©
Vellez. Recordings & letterheads. (In Vel-De-Nez music news, Nov.-Dec. 1955, p.1) © 16Dec55; KK117510.

BUCKINGHAM, CLARENCE P., CAMERON FRASER & ALFRED J. LACOSTE d.b.a. STRUT-A-WAY PRODUCTS CO. SEE Strut-A-Way Products Co.

BUCKLEY, THOMAS F.
Six bait manufacturers tell me I'm crazy to say: Catch fish or your money back. Jig-A-Lure. Fishing lure. (In Florida outdoors, Feb. 1956, p.28) © Thomas Francis Buckley; 25Jan56; KK116292.

BUFFALO WOVEN LABEL. ©
The champ of the 19th hole. Appl. author: Jay John Merlein. © 6Feb56; KK114552.

BUG-A-BOO PRODUCTS, INC. ©
New Bug-A-Boo, 2 hanger refills, kills all moth life. Net contents 12 ounces. Label. Appl. author: J. M. Mathes, Inc., Advertising. © 15Mar56; KK117105.

BUHR MACHINE TOOL CO. ©
Buhr Economatic performs 62 operations on torque converter housings. (In Machinery, May 1956, p.46-47) Appl. author: Dudgeon, Taylor & Bruske, Inc. © 1May56; KK116329.

Buhr Economatic performs 155 operations on two types of torque-converter adapter plates. (In Fortune, Apr. 1956, p.203) Appl. author: Dudgeon, Taylor & Bruske, Inc. © 27Mar56; KK115573.

Buhr Economatic performs 155 operations on two types of torque-converter adapter plates. (In Production, Apr. 1956, p.100-101) Appl. author: Dudgeon, Taylor & Bruske, Inc. © 1Apr56; KK115644.

BUICK DEALERS' ASSN.
Sixteen cents a day more is all it costs to step up to Buick. Automobiles. (In The Los Angeles times, May 7, 1956, pt.1, p.37) Appl. author: Dan B. Miner Co. © Los Angeles Buick Dealers' Assn. a.k.a. Buick Dealers' Assn.; 7May56; KK117195.

Southern California's most wanted car. (In Los Angeles herald & express, Mar. 19, 1956, section 1, p.13) Appl. author: Dan B. Miner Co. © Los Angeles Buick Dealers' Assn. a.k.a. Buick Dealers' Assn.; 19Mar56; KK116014.

BULLARD (E. D.) CO. ©
Bullard FOB, first on burns. Net contents 5 fluid ozs. Ointment. Label. © 14Nov55; KK116699.

Neutralize. Net contents 4 oz. Medicinal lotion. Label. © 16Feb56; KK117325.

Quick heat relief, Bullard salt tablets. 1,000 - 10 grain tablets. Label. © 1Dec55; KK116698.

You can overheat too. Bullard salt tablets. Card. © 1Feb56; KK113810.

BUNNY BEAR, INC. ©
Bunny Bear 1956 catalog of nursery necessities. 19 p. Appl. author: Badger & Browning & Parcher, Inc. © 10Jan56; KK113158.

BURGER BREWING CO. ©
Deep-brewed all grain, heart of the hop flavor. (In The Cincinnati enquirer, 116th yr., no.65, final issue, p.45) Appl. author: John F. Koons. © 13Jun56; KK117459.

Setting a new high standard of quality, a finer beer year after year ... (In The Cincinnati enquirer, 116th yr., no.49, final issue, p.46) Appl. author: John F. Koons. © 28May56; KK117460.

You'll love Burger beer with the new, white label. (In The Cincinnati enquirer, 116th yr., no.35, final issue, p.36) Appl. author: John F. Koons. © 14May56; KK117458.

BURGESS VIBROCRAFTERS, INC. ©
Complete, ready to use ... Burgess de luxe electric sprayer kit. Model VS-700. Label. Appl. author: Carl Sorensen. © 6Feb56; KK114307.

Jig Saw, Jr. with safety-sealed rotary motor. Form J-23. Sheet. Appl. author: Carl Sorensen. © 12Feb56; KK115110.

BURLINGTON HOSIERY CO., a member of BURLINGTON INDUSTRIES, INC. SEE Burlington Industries, Inc.

BURLINGTON INDUSTRIES, INC.
Bur-Mil Cameo, beauty on the move, your lovely legs in Bur-Mil Cameo stockings ... (In Glamour, Sept. 1955, p.110) © Burlington Hosiery Co., a member of Burlington Industries, Inc.; 22Aug55; KK116380.

Bur-Mil Cameo, Dubbelife, here, now, for the first time beauty on the double. Stockings. (In Glamour, Feb. 1956, p.56) © Burlington Hosiery Co., a member of Burlington Industries, Inc.; 22Jan56; KK116804.

Bur-Mil Cameo, legs in motion, all day, every day your legs are bending ... Bur-Mil Cameo Shape-2-U stockings stretch ... (In Charm, Oct. 1955, p.52) © Burlington Hosiery Co., a member of Burlington Industries, Inc.; 22Sep55; KK116381.

Bur-Mil Cameo Shape-2-U, the world's first top-to-toe sheer nylon stretch stockings that fit you better than your own skin. (In Glamour, Mar. 1955, p.4) © Burlington Mills Corp. a.k.a. Burlington Industries, Inc.; 22Feb55; KK116094.

Bur-Mil Cameo stockings, the gift of sheer perfection to put stars in her eyes ... (In Charm, Dec. 1955, p.25) © Burlington Hosiery Co., a member of Burlington Industries, Inc.; 22Nov55; KK116383.

Bur-Mil Cameo, the life of your stockings no longer hangs by a single thread. Dubbelife twin-thread, sheer stretch nylons, if one thread breaks - the other holds. (In Life, Feb. 13, 1956, p.124) © Burlington Hosiery Co., a member of Burlington Industries, Inc.; 9Feb56; KK116803.

Bur-Mil Cameo, your stockings, your make-up and you, all in the same cosmetic circle. Hosiery. (In Vogue, Oct. 15, 1955, p.30) © Burlington Hosiery Co., a member of Burlington Industries, Inc.; 15Oct55; KK116093.

New, Dubbelife last longer than you ever thought sheer stockings could ... (In Mademoiselle, Nov. 1955, p.87) © Burlington Hosiery Co., a member of Burlington Industries, Inc.; 29Oct55; KK116382.

Seamless, by Bur-Mil Cameo. A new, natural look for your legs, an exciting change for your personality, a dramatic spark for your wardrobe. Stockings. (In Charm, May 1956, p.57) © Burlington Hosiery Co., a member of Burlington Industries, Inc.; 22Apr56; KK116805.

Seamless, by Bur-Mil Cameo for natural beauty. Stockings. (In Life, Mar. 19, 1956, p.13) © Burlington Hosiery Co., a member of Burlington Industries, Inc.; 15Mar56; KK116384.

They fit you better than your own skin. Bur-Mil Cameo Shape-2-U, sheer nylon stretch stockings. (In Glamour, Apr. 1955, p.74) © Burlington Mills Corp. a.k.a. Burlington Industries, Inc.; 22Mar55; KK116696.

BURLINGTON MILLS CORP. a.k.a. BURLINGTON INDUSTRIES, INC. SEE Burlington Industries, Inc.

BURT, C.
Gelatin-Plus for problem nails. Ninety 10-gr. capsules. Cosmetics. Label. © C. Burt d.b.a. Gelatin-Plus; 5Jun56; KK117435.

BUXTON, INC. ©
Check, check the features in this billfold: It's slim, it's neat, yet it has all the windows you need. The new, Contour billfold, by Buxton, best for your money. (In Life, June 6, 1955, p.6) Appl. author: Doyle Dane Bernbach, Inc. © 6Jun55; KK116951.

New design is slim, neat, yet it has all the windows you need. The new Contour billfold, by Buxton. (In The Saturday evening post, Oct. 15, 1955, p.6) Appl. author: Doyle Dane Bernbach, Inc. © 15Oct55; KK116695.

Now in new antique pastels, the French purse, by Lady Buxton, best for your money. (In Ladies' home journal, Mar. 1, 1956, p.219) Appl. author: Doyle Dane Bernbach, Inc. © 1Mar56; KK116693.

Tip: Get this remarkable billfold that's slim and neat, yet has all the windows you need. The new Contour billfold, by Buxton, best for your money. (In The Saturday evening post, June 11, 1955, p.151) Appl. author: Doyle Dane Bernbach, Inc. © 11Jun55; KK116723.

You give the best when you give a Buxton. Leather goods. (In Life, Dec. 5, 1955, p.77) Appl. author: Doyle Dane Bernbach, Inc. © 5Dec55; KK116694.

BYMART-TINTAIR, INC. ©
Give your husband a gorgeous blonde for Father's Day or maybe he prefers a luscious redhead or stunning brunette. Tintair, home hair coloring. (In Look, June 15, 1954) © 15Jun54; KK114682.

C

C & B ADVERTISING.
Flexible stock layout outlines. Make your catalogs & circulars sparkle like these. Folder & sheets. © Charles F. Bilchick d.b.a. C & B Advertising; 14Nov55; KK113205.

C. Z. CORP. SEE Crown Zellerbach Corp.

CABLE, GEORGE G. & JASPER D'AMBROSI, owners of J. C. GIBSON CO. SEE Gibson (J. C.) Co.

CADILLAC GAGE CO. ©
Notes on materiel covering combat vehicle controlled pressure gun control system. (Cadillac Gage design) 39 p. © 6Jan56; KK116638.

CAIRNS, HENRY W. d.b.a. ROX PRODUCTS CO. SEE Rox Products Co.

CALCON MANUFACTURING CO.
All UHF & VHF wires heavily insulated with pure genuine polyethylene ... Folder. © Calcon Manufacturing Co., Inc.; 20Feb56; KK115089.

CAL-DAK.
Cal-Dak. Black modern, king-size hostess accessories. Florentine brass ... Black modern, queen-size tray tables. Catalog sheet. Appl. author: Zepha Bogert. © Cal-Dak Co. d.b.a. Cal-Dak; 13Dec55; KK113776.

Cal-Dak shopping cart. Item no. 752. Sheet. Appl. author: Zepha Bogert. © Cal-Dak Co. d.b.a. Cal-Dak; 1Jun56; KK117695.

King-size Cal-Dak Florentine brass roll-a-tray set. Item no.49. Sheet. Appl. author: Zepha Bogert. © Cal-Dak Co. d.b.a. Cal-Dak; 10Jun56; KK117694.

CAL-DAK CO. d.b.a. CAL-DAK. SEE Cal-Dak.

CAL-MEX CORP. ©
La Mexicana brand, Mexican style, enchilada sauce, red chili sauce. Contents 10 fl. oz. Label. Appl. author: Alfred Sterges. © 15Feb56; KK114966.

La Mexicana brand, Mexican style, re-fried beans. Contents 1 lb. 4 oz. avoir. Label. Appl. author: Alfred Sterges. © 15Feb56; KK114967.

La Mexicana brand, Mexican style, taco sauce. Contents 7 fl. oz. Label. Appl. author: Alfred Sterges. © 1Feb56; KK114968.

CALO DOG FOOD CO., INC. ©
Feeding Calo to your pet. Folder. Appl. author: J. M. Partridge. © 20Mar56; KK115931.

CALVERT, P. G. ©
Bernie knows. Racing selections. Card. © 14Mar56; KK114923.

CAMPBELL CHAIN CO. ©
Chain sellers everywhere are profiting with the original Measure-Mark chain, a Campbell Chain exclusive. (In Hardware world, Apr. 1956, p.33) Appl. author: Robert Farnham, Jr. © 1Apr56; KK116897.

CAMPBELL MANUFACTURING CO., INC. ©
A dream come true, Lone Star cruiser canopies for the marine sportsman. Sheets. Appl. author: Hugh Paul Campbell, Sr. © 3Jan56; KK113503.

CANADIAN NATIONAL RAILWAYS. ©
See your travel agent. Canadian National Railways tells millions of vacationers, millions of times. (In ASTA travel news, Apr. 1956, p.113) Appl. author: McCann Erickson, Inc. © 1Apr56; KK116791.

Take a Canadian week-end, leave by train Thursday night, back Tuesday early and bright, enjoy 4 glorious days you can't get by auto. (In New York herald tribune, Apr. 9, 1956, p.7) Appl. author: McCann Erickson, Inc. © 9Apr56; KK116792.

CANALE, MICHAEL A. d.b.a. CANALE CHEMICAL CO. SEE Canale Chemical Co.

CANALE CHEMICAL CO.
Canale Chemical. (Shipping label) Lithographic supplies. © Michael A. Canale d.b.a. Canale Chemical Co.; 4May56; KK117131.

CANFIELD (A. J.) CO. ©
Just say Fifty Fifty, a refreshing grapefruit-lime drink. 50 50 - Fifty Fifty, by Canfield's. One quart. Label. Appl. author: Arthur J. Canfield. © 11May56; KK116614.

CANLEN CO. ©
Now, PSE presentation drawings in real-life perspective, easier & faster than ever. Drawing instruments. Sheet. Appl. author: Leonard L. Boyer, Jr. © 21Jun56; KK117605.

CANTON REDWOOD YARD, INC. ©
Build a redwood fence this year ... 1956 Canton's book of redwood fences. Folder. © 17Jan56; KK113647.

Redwood boat plan. Folder. © 14Mar56; KK115164.

CAPP-HAMPEL, INC. ©
Dog gone they's good, says Hot Dog Davey. ⌜Signed⌝ Al Capp. Hot dogs and condiments. Sheet. © Capp-Hample, Inc. (in notice: Capp-Hampel, Inc.); 6May55; KK113066.

CAPP-HAMPLE, INC. SEE Capp-Hampel, Inc.

CARLING BREWING CO. ©
Think and you'll drink Red Cap. Carling's Red Cap ale. [Jockey cap & Think sign hanging on hat rack] (In Sports illustrated, Jan. 9, 1956, p.65) Appl. author: Benton & Bowles, Inc. © 1Jan56; KK115977.

Think and you'll drink Red Cap. Carling's Red Cap ale. ⌜Jockey cap hanging on hat rack; Think sign⌝ (In Collier's, Aug. 19, 1955, p.16) Appl. author: Benton & Bowles, Inc. © 16Aug55; KK113820.

CARNATION CO. ©
Carnation's short cut ... New 3-minute way to make smoother cheese sauce. Evaporated milk. (In Life, Mar. 5, 1956, p.15) Appl. author: A. Culver Boyd, Jr. © 2Mar56; KK114706.

4 delicious new hot weather shortcuts from Carnation. Evaporated milk. (In Life, June 18, 1956, p.5) Appl. author: A. Culver Boyd, Jr. © 15Jun56; KK117656.

His doctor recommended Carnation. Evaporated milk. (In Life, Apr. 30, 1956, p.121) Appl. author: A. Culver Boyd, Jr. © 27Apr56; KK116263.

CAROLINA CANNERS, INC. ©
Little Dandy's Candyams in candied sauce, choice selected whole sweet potatoes. Contents 1 lb. 7 oz. Label. Appl. author: Edgar Lloyd Harrington. © 24Jan56; KK113578.

CARON.
Le Muguet du Bonheur. Perfume. (In The New Yorker, Dec. 17, 1955, p.43) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 15Dec55; KK113083.

Le Muguet du Bonheur, Caron, le parfum de la fiancee. (In Harper's bazaar, Feb. 1956, p.98) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 31Jan56; KK114315.

Poivre Caron, perfume for the bride. ⌜Color ad; leaf & berry motif; bottle⌝ (In Town & country, Feb. 1956, p.38) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 1Feb56 (in notice: 1955); KK115986.

Poivre Caron, perfume for the bride. [Vision of bride entering church] (In Vogue, Apr. 1956, p.58) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 1Apr56; KK115987.

La poudre peau fraiche, la sous-poudre creme de Caron, le demaquillant creme de Caron. Perfume. (In Harper's bazaar, June 1955, p.52) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 1Jun55; KK117018.

CARON CORP. d.b.a. CARON. SEE Caron.

CARPENTER STEEL CO. ©
An improved deep-hardening, water-quenching die steel ... H-9 Double Header die steel. Folder. Appl. author: George E. Brumbach. © 4Jan56; KK113115.

CARTER PRODUCTS, INC. ©
Effisan, a non-narcotic tranquilizer. 30 tablets. Drug. Label. Appl. author: Staff of Ted Bates & Co. © 27Feb56; KK115602.

A new discovery brings relief for the tense and nervous. Effisan. Drug. Folder. Appl. author: Staff of Ted Bates & Co. © 27Feb56; KK115601.

New, safe tranquilizer brings quick relief for the tense and nervous. Effisan. W-16-1. 1/2 dozen. Drug. Label. Appl. author: Staff of Ted Bates & Co. © 27Feb56; KK115599.

New, safe tranquilizer, Effisan, helps relieve tension, nervousness ... W-16-3, serial no.4. 30 tablets. Drug. Label. Appl. author: Staff of Ted Bates & Co. © 27Feb56; KK115600.

Stop mental tension and anxiety. New tranquilizer tablet ... Effisan. Drug. (In Pittsburgh press, Jan. 4, 1956, p.26) Appl. author: Ted Bates. © 4Jan56; KK113111.

Stop mental tension and anxiety. Safe, new tranquilizer, Effisan calms you ... (Product Effisan) Drug. (In News register, Wheeling, W. Va., Apr. 25, 1956, p.17) Appl. author: Ted Bates Co., Inc. © 25Apr56; KK116196.

CARTWRIGHT, WILLIAM. ©
Tasty bar-b-q ... Dixie Lick, with a flavor that sticks, bar-b-q burger. Net weight 4 or more ozs. Label. © 10Jan56; KK113247.

CASTRO DECORATORS, INC. ©
Castro annual pre-inventory sale. Sofa beds. (In Newark evening news, Jan. 31, 1956, p.4) © 31Jan56; KK114397.

Castro brings a dream into your room. Sofa bed. (In Newark evening news, Feb. 7, 1956, p.11) © 7Feb56; KK114457.

Introducing the exciting, new look in convertibles, by Bernard Castro, America's foremost designer. Sofa bed. (In The New York times, Apr. 1, 1956, p.32) © 1Apr56; KK115491.

CATHER, A.
Lamp lites, solid bloc in ranch house hues ... Cather originals. Sheet. © Alfred Cather; 14May56; KK116814.

CEDERGREEN FROZEN PACK CORP. ©

Cedergreen brand french fried potatoes. Net weight 9 ounces. Label. Appl. author: Crown Zellerbach Corp. © 17Apr56; KK116684.

Cedergreen brand leaf spinach. Net weight 12 ounces. Label. Appl. author: Crown Zellerbach Corp. © 1May56; KK116683.

Cedergreen brand medium asparagus spears. Net weight 10 ounces. Label. Appl. author: Crown Zellerbach Corp. © 30Apr56; KK116861.

Cedergreen brand mixed vegetables. Net weight 10 ounces. Label. Appl. author: Crown Zellerbach Corp. © 20Mar56; KK115317.

Cedergreen brand peas. Net weight 10 ounces. Label. Appl. author: Crown Zellerbach Corp. © 6Mar56; KK115315.

Cedergreen brand peas and carrots. Net weight 10 ounces. Label. Appl. author: Crown Zellerbach Corp. © 20Mar56; KK115316.

CEMENT WELD CO. ©

Amazing, new Fix-Crete, a concrete weld. Net weight 10 lbs. Label. Appl. author: W. Clifford McNicholl. © 27Apr56; KK117670.

CENTRAL MACHINE WORKS CO. ©

Perma-Dock marine specialties. (Central Machine Works jobbers' catalog sheet on Perma-Dock) Docking facilities. Appl. author: Foulke Agency, Inc. © 26Feb56; KK114962.

CHAIKEN, H. F.

Split-proof denture reinforcements. Folder. © Hyman F. Chaiken; 11Feb56; KK113985.

CHALK & TALK TV-ADS. SEE Tettleton, E. H.

CHAMPLIN REFINING CO. ©

Champlin now delivers highest power index, the real measure of gasoline performance. (In The Daily Oklahoman, Oklahoma City, Mar. 21, 1956, p.9) Appl. author: E. R. Gaines. © 21Mar56; KK115302.

CHEF JONI'S PRODUCTS. ©

Lass-O barbecue mix, it gets you. Contents 3 1/2 ozs. net. Label. Appl. author: John S. Hopkins. © 6Mar56; KK114964.

CHERRY GROWERS INDUSTRIES FOUNDATION. ©

Sweet cherry chuckles. Card. Appl. author: Frederick De Krafft Sprague.

Don't you think it's time we told them where to find the canned sweet cherries. © 18Jan56; KK115087.

I told my wives, if they wanted canned sweet cherries for dinner tonight, they had to find them. © 6Feb56; KK115085.

Mister Grocer, Scoutmaster Reilly speaking, has Troop 42 found where you hide the canned sweet cherries yet? © 20Jan56; KK115084.

Pardon me, I thought the canned sweet cherries might be in here. © 6Feb56; KK115088.

Pardon me, I'm just hunting for the canned sweet cherries. © 6Feb56; KK115086.

CHESEBROUGH-POND'S, INC. ©

Rusty and Dusty. The Trouble twins. Vaseline hair tonic and petroleum jelly. Appl. author: McCann Erickson, Inc.

Professor Henderson and a group of scientists from the archeological foundation are on site in the Macchu. © 25Mar56; KK115582.

Rusty and Dusty are being conducted through the Metropolitan Zoo by Dr. Thomas Johnson. © 19Feb56; KK114953.

Rusty and Dusty are in Formosa helping U. S. observers find out who is sabotaging ... © 15Jan56; KK113516.

Rusty and Dusty are in New Guinea helping make the new movie ... © 22Apr56; KK116790.

CHICAGO DIETETIC SUPPLY HOUSE, INC. ©

Cellu flavorful diet foods, dietary products for allergy diets. Folder. Appl. author: Anne White. © 30Jan56; KK114721.

CHICK'S FARMS.

These eggs are produced on farms in Lakewood ... Jersey Chicks. Label. © Henrietta Goldberg d.b.a. Chick's Farms; 15Nov55; KK114844.

CHIKSAN CO. ©

Now, the Chiksan Intelli-Giant in the 4" size. Hydraulic water monitor. Sheet. Appl. author: Arnold D. Duncan. © 3Jan56; KK114054.

CHIP STEAK CO. OF BUFFALO. ©

For sandwiches, snacks and quick meals, Chip steaks. 4 delicious steaks. Label. Appl. author: Weill & Eby, Inc. © 15Aug55; KK115172.

CHRYSLER CORP. ©

Before you decide, drive the most exciting car in the world today, De Soto. (In Newburg, N. Y. news, May 14, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © De Soto Division, Chrysler Corp.; 14May56; KK117165.

Chrysler Corporation invites you to the Michigan State University farm centennial on campus - MSU, East Lansing, Michigan. Plymouth, Dodge, De Soto ... Automobiles. (In The Detroit news, Aug. 14, 1955, p.24-D) Appl. author: McCann Erickson, Inc. © 14Aug55; KK115583.

Chrysler fire power; this, too, is the forward look. Plymouth, Dodge, De Soto ... Automobiles. (In U. S. news & world report, May 27, 1955, p.11) Appl. author: McCann Erickson, Inc. © 27May55; KK113361.

The citizens of Ellis are cordially invited to attend dedication ceremonies of the boyhood home of Walter P. Chrysler, 4 p.m., Saturday, August 27, 1955, Highway 40, Ellis, Kansas. Automobiles. (In The Ellis review, Ellis, Kan., Aug. 25, 1955) Appl. author: McCann Erickson, Inc. © 25Aug55; KK116802.

Coming soon, from the forward look '56, the flight-sweep, the fresh note in car design that's headed for the future. Plymouth, Dodge, De Soto ... Appl. author: McCann Erickson, Inc. © 24Sep55; KK113249.

Coming soon, the forward look '56, the best new-car news for you. Plymouth, Dodge, De Soto ... (In Automotive news, Sept. 19, 1955, p.25) Appl. author: McCann Erickson, Inc. © 19Sep55; KK113253.

Coming soon, the forward look '56, the best new-car news for you. Plymouth, Dodge, De Soto ... (In U. S. news & world report, Sept. 16, 1955, p.3) Appl. author: McCann Erickson, Inc. © 16Sep55; KK113359.

The Flight-Sweep, it borrows from tomorrow to put you ahead today. Plymouth, Dodge, De Soto ... Automobiles. (In U. S. news & world report, Sept. 23, 1955) Appl. author: McCann Erickson, Inc. © 23Sep55; KK113357.

The forward look and the modern superhighway. Plymouth, Dodge, De Soto ... Automobiles. (In The Cleveland press, Sept. 30, 1955, p.49) Appl. author: McCann Erickson, Inc. © 30Sep55; KK115343.

New, from the forward look '56, pushbutton Powerflite. Plymouth, Dodge, De Soto ... Automobiles. (In Sunday news, Oct. 9, 1955, section 2, p.20) Appl. author: McCann Erickson, Inc. © 9Oct55; KK115344.

New, from the forward look '56, Pushbutton Powerflite. Plymouth, Dodge, De Soto ... Automobiles. (In U. S. news & world report, Oct. 7, 1955, p.13) Appl. author: McCann Erickson, Inc. © 7Oct55; KK113358.

News from the forward look '56. Plymouth, Dodge, De Soto ... Automobiles. Appl. author: McCann Erickson, Inc. © 8Oct55; KK113252.

This, too, is the forward look. New engine plant triple Plymouth V-8 production capacity. Automobiles. (In United States investor, Oct. 15, 1955, p.46) Appl. author: McCann Erickson, Inc. © 15Oct55; KK113250.

This, too, is the forward look. Powerflite production lines now being doubled. Plymouth, Dodge, De Soto ... Automobiles. Appl. author: McCann Erickson, Inc. © 20Aug55; KK113251.

What's behind the swing to the forward look. Plymouth, Dodge, De Soto ... Automobiles. Appl. author: McCann Erickson, Inc. © 25Aug55; KK113517.

CHURCH & DWIGHT CO., INC. ©

Cakes made with baking soda. Arm & Hammer; Cow brand. (In What's new in home economics, Mar. 1956, p.133) Appl. author: Harvey & Howe, Inc. © 24Feb56; KK115148.

Guides to good looks with baking soda. Arm & Hammer; Cow brand. (In What's new in home economics, May 1956, p.77) Appl. author: Harvey & Howe, Inc. © 24Apr56; KK117222.

Modern housekeeping with baking soda. Arm & Hammer & Cow brand. (In What's new in home economics, Apr. 1956, p.181-184) Appl. author: Harvey & Howe, Inc. © 27Mar56; KK115624.

CITROLEUM CO. ©

For too much sun, Citroleum. Medicinal product. Label. Appl. author: Benjamin Green. © 2Feb56; KK114074.

CLAFF (M. B.) & SONS, INC.

Twinklers. SEE Gordon Stores.

CLAIROL, INC. ©

And now, Clairol creates Come Alive Gray, an entirely new hair coloring. (In Modern beauty shop, Oct. 1955, p.45-48) Appl. author: Foote, Cone & Belding. © 25Sep55; KK115542.

CLAIROL, INC. © Cont'd.

It's softer, more flattering hair color, says Irene Hayes, naturally, it's made-to-order color with Miss Clairol. (In Coloroto magazine (Sunday news), Dec. 11, 1955, p.14) Appl. author: Foote, Cone & Belding. © 11Dec55; KK115533.

Keeps the color soft, yet sparkling, says Mona Freeman about Miss Clairol made-to-order hair color. (In Coloroto magazine (Sunday news), Mar. 11, 1956, p.37) Appl. author: Foote, Cone & Belding. © 11Mar56; KK115530.

Naturally, with Miss Clairol, says Claire McCardell, you get your own personal hair color. (In Coloroto magazine (Sunday news), Nov. 20, 1955, p.30) Appl. author: Foote, Cone & Belding. © 20Nov55; KK115534.

Now, a hair coloring for every color of hair. Clairol, America's no.1 hair coloring company. (In Supply dealers blue book, 1956, p.8-9) Appl. author: Foote, Cone & Belding. © 1Jan56; KK115529.

Only with Miss Clairol, says Melanie Kahane, do you get made-to-order hair color. Miss Clairol Hair Color Bath. (In The New Yorker, May 7, 1955, p.136) Appl. author: Richard L. Gelb. © 7May55; KK117527.

Perfect for me, says Joan Fontaine about Miss Clairol made-to-order hair color. (In Coloroto magazine (Sunday news), Jan. 22, 1956, p.45) Appl. author: Foote, Cone & Belding. © 22Jan56; KK115532.

Shining color and so quick, says Joanne Dru about Miss Clairol made-to-order hair color. (In Coloroto magazine (Sunday news), Feb. 12, 1956, p.36) Appl. author: Foote, Cone & Belding. © 12Feb56; KK115531.

Thanks a million. Come Alive Gray ... for gray-haired women who want to stay beautifully gray. Hair coloring. (In Modern beauty shop, Nov. 1955, p.4-5) Appl. author: Foote, Cone & Belding. © 25Oct55; KK113417.

CLARK (ARNOLD) INC. ©
Diskits ... An excellent coordination builder ... Toy. Label. © 6Jan56; KK113461.

CLARK, ELIZABETH M. d.b.a. CLARK MANUFACTURING CO. SEE Clark Manufacturing Co.

CLARK GRAVE VAULT CO. ©
When they turn to you to come and take charge. (In Household, Apr. 1956, p.12) Appl. author: Ranald S. West. © 20Mar56; KK115392.

When you are the one who must go and take charge. (In Farm journal, Dec. 1955, p.129) Appl. author: Ranald S. West. © 26Nov55; KK113284.

When you are the one who must know what to do. (In The Saturday evening post, Feb. 11, 1956, p.72) Appl. author: Ranald S. West. © 11Feb56; KK114003.

CLARK MANUFACTURING CO.
Card-A-Door, greeting card holder. 12 cards. Label. Appl. author: William Torrance. © Elizabeth M. Clark d.b.a. Clark Manufacturing Co.; 28Nov55; KK113069.

CLAYTON (A. C.) PRINT. CO. ©
Walk-Over. Shoe carton wrap. Label. © 18Jun56; KK117548.

CLEAN-AIR PRODUCTS CO. ©
Rose bouquet; long lasting, sweetens and freshens air in your car ... Fragrant Flower. Novelty deodorizing pad. Poster. © 14Oct55; KK116822.

CLEARY SALES & SERVICE. ©
Notice bird lovers. C bird feeder. (In The New York times, Jan. 29, 1956, p.X39) Appl. author: Ray Cleary. © 29Jan56; KK113745.

CLEMMER, JOHN S. & DAVID F. GILDING d.b.a. CLEMMER-GILDING. SEE Clemmer-Gilding.

CLEMMER-GILDING.
Sierra junior gardener for the young at heart. Contains seeds, tools, pots, soil ... Label. © John S. Clemmer & David F. Gilding d.b.a. Clemmer-Gilding; 13Feb56; KK114651.

CLEMSON BROS., INC. ©
Use the right blade for every job. Clemson wall chart. Saw blades. Appl. author: De Witt Vander Voort. © 1Dec55; KK113704.

CLEVELAND, HOWARD L. & TERRY F. BORN, owners, NU-LIFE PRODUCTS. SEE Nu-Life Products.

CLEVELAND FRUIT JUICE CO., INC. ©
It's the berries, delightful blueberry par.fait ice cream. Pints; 1/2 gallons. Label. Appl. author: Donald E. Walker. © on word & style; 7May56; KK116349.

CLEVELAND WELDING DIVISION, AMERICAN MACHINE & FOUNDRY CO. SEE American Machine & Foundry Co.

CLIPPER BELT LACER CO. ©
Clipper belt lacing equipment for better belt joints. Form no.90. Folder. Appl. author: Frank G. Siebee. © 29Dec55; KK113057.

Clipper no.25 tape lacing equipment. Form no.91. Folder. Appl. author: Frank G. Siebee. © 30Dec55; KK113150.

CLOROX CHEMICAL CO. ©
Clorox-clean linens are extra fresh and clean, even when dried indoors. Household bleach & disinfectant. (In San Francisco call-bulletin, Jan. 5, 1956, p.14) Appl. author: Honig-Cooper Co. © 5Jan56; KK114644.

Clorox-clean linens look so lovely and they protect health. Household bleach & disinfectant. (In San Francisco call-bulletin, Nov. 17, 1955, p.19) Appl. author: Honig-Cooper Co. © 17Nov55; KK114647.

Dominant Clorox advertising boosts the selling power of Clorox displays. Household bleach & disinfectant. (In Progressive grocer, Jan. 1956, p.96) Appl. author: Honig-Cooper Co. © 1Jan56; KK114650.

Fine linens deserve Clorox-care for extra whiteness and safety. Household bleach & disinfectant. (In San Francisco call-bulletin, Dec. 15, 1955, p.15) Appl. author: Honig-Cooper Co. © 15Dec55; KK114645.

Here's a new, easy way to restore age-yellowed nylon to snowy-whiteness. It's a Clorox exclusive. Household bleach & disinfectant. (In San Francisco call-bulletin, Mar. 8, 1956, p.17) Appl. author: Honig-Cooper Co. © 8Mar56; KK116851.

I always depend on Clorox for a whiter, safer wash. Household bleach & disinfectant. (In San Francisco call-bulletin, Jan. 19, 1956, p.12) Appl. author: Honig-Cooper Co. © 19Jan56; KK114643.

I'm so proud of my guest linens, they're Clorox-clean. Household bleach & disinfectant. (In San Francisco call-bulletin, Dec. 1, 1955, p.26) Appl. author: Honig-Cooper Co. © 1Dec55; KK114646.

It pays to feature Clorox in all sizes for all of your customers' needs. Household bleach & disinfectant. (In Progressive grocer, Feb. 1956, p.164) Appl. author: Honig-Cooper Co. © 1Feb56; KK116854.

Now's the time to tie in, cash in with giant Clorox nylon-rayon campaign. Household bleach & disinfectant. (In Progressive grocer, Mar. 1956, p.134-135) Appl. author: Honig-Cooper Co. © 1Mar56; KK116853.

There is a difference in bleaches. Clorox is ultra-refined, extra gentle. (In San Francisco call-bulletin, Feb. 2, 1956, p.14) Appl. author: Honig-Cooper Co. © 2Feb56; KK114642.

Ultra-refined Clorox is so gentle you can use it on nylon and rayon the same as on cotton and linen. [Woman holding blouse] Household bleach & disinfectant. (In San Francisco call-bulletin, Mar. 22, 1956, p.16) Appl. author: Honig-Cooper Co. © 22Mar56; KK116852.

Ultra-refined Clorox is so gentle you can use it on nylon and rayon the same as on cotton and linen. [Woman with bobbed hair holding slip; pink, b&w ad] Household bleach and disinfectant. (In San Francisco call-bulletin, Feb. 23, 1956, p.16) Appl. author: Honig-Cooper Co. © 23Feb56; KK116849.

Ultra-refined Clorox is so gentle you can use it on nylon and rayon the same as on cotton and linen. [Woman with long hair holding petti-coat; green, b&w ad] Household bleach & disinfectant. (In San Francisco call-bulletin, Mar. 1, 1956, p.16) Appl. author: Honig-Cooper Co. © 1Mar56; KK116850.

Well-stocked Clorox shelves mean more sales. Household bleach & disinfectant. (In Progressive grocer, Nov. 1955, p.97) Appl. author: Honig-Cooper Co. © 1Nov55; KK114648.

The white line is the Clorox line. Contents 1 quart. Liquid cleaning, bleaching & washing compound. Label. Appl. author: W. J. Roth. © 11Jan56; KK114584.

Why the holiday season means extra Clorox sales. Household bleach & disinfectant. (In Progressive grocer, Dec. 1955, p.19) Appl. author: Honig-Cooper Co. © 1Dec55; KK114649.

You can bleach nylon and rayon with gentle ultra-refined Clorox the same way you do cotton and linen. Household bleach & disinfectant. (In San Francisco call-bulletin, Apr. 12, 1956, p.18) Appl. author: Honig-Cooper Co. © 12Apr56; KK116855.

COATS & BURCHARD CO. ©
Property dollars today and tomorrow. Annual Revision Service. Folder. Appl. author: Edward F. Zeisig. © 25May56; KK117139.

COATS & CLARK, INC. ©

Bluejeans and dungaree zipper. Crown trouble-free. ART. F.17. Sheet. © 3Jan55 (in notice: 1954); KK113568.

Dress placket zipper. Crown trouble-free. ART F.12. Sheet. © 3Jan55 (in notice: 1954); KK113571.

Jacket zipper; heavy. Crown trouble-free. ART F.15. Sheet. © 3Jan55 (in notice: 1954); KK113570.

Jacket zipper; lightweight. Crown trouble-free. ART F.13. Sheet. © 3Jan55 (in notice: 1954); KK113567.

Neck opening zipper. Crown trouble-free. ART F.11. Sheet. © 3Jan55 (in notice: 1954); KK113566.

Skirt zipper, also shorts and slacks. Crown trouble-free. ART. F.14. Sheet. © 3Jan55 (in notice: 1954); KK113572.

Trouser zipper. Crown trouble-free. ART F.16. Sheet. © 3Jan55 (in notice: 1954); KK113569.

COCA-COLA CO. ©

Almost everyone appreciates the best. Santa Claus holding bottle. Soft drink. (In The Richmond news leader, Dec. 13, 1955, p.16) Appl. author: D'Arcy Advertising Co. © 13Dec55; KK114752.

Almost everyone appreciates the best. Santa Claus holding bottle. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Dec55; KK113096.

America's preferred taste, the genuine taste of Coca-Cola. Boy with bottle. Soft drink. (In The Cedartown standard, Jan. 3, 1956, p.5) Appl. author: D'Arcy Advertising Co. © 3Jan56; KK116137.

The best of taste for valentine. Valentine tray. Soft drink. (In The Tri-cities daily, Feb. 8, 1956, p.8) Appl. author: D'Arcy Advertising Co. © 8Feb56; KK116140.

Coke in 3 convenient sizes. Girl standing in letter C of word Coke. Soft drink. (In The Bay City times, Sept. 15, 1955, p.36) Appl. author: D'Arcy Advertising Co. © 15Sep55; KK114744.

Coke, its real great taste puts you at your sparkling best. [B & W ad; smiling young people with Cokes] Carbonated beverage. (In Scholastic roto, Apr. 1956, p.3) Appl. author: McCann Erickson, Inc. © 1Apr56; KK117283.

Coke, its real great taste puts you at your sparkling best. Guests notice the difference. [Color ad; young couples with Cokes; 7 scenes] Carbonated beverage. Appl. author: McCann Erickson, Inc. © 14Apr56; KK117282.

Enjoy the quality taste of Coca-Cola. Girl with bottle of Coke. Soft drink. (In Rome news-tribune, Jan. 17, 1956, p.7) Appl. author: D'Arcy Advertising Co. © 17Jan56; KK116138.

Even the bubbles taste better. Boy & bottle. Carbonated beverage. Poster. Appl. author: McCann Erickson, Inc. © 1Apr56; KK116782.

Even the bubbles taste better. Boy with bottle. Soft drink. (In Life, Mar. 26, 1956, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 22Mar56; KK115522.

50 million times a day ... There's nothing like a Coke. Girl leaning on letter C; king-size. Soft drink. (In Times union, Albany, Nov. 23, 1955, p.19) Appl. author: D'Arcy Advertising Co. © 23Nov55; KK114748.

50 million times a day ... There's nothing like a Coke. Tennis girl leaning on letter K. Soft drink. (In Los Angeles tribune, Sept. 16, 1955, p.4) Appl. author: D'Arcy Advertising Co. © 16Sep55; KK114745.

50 million times a day ... There's nothing like a Coke. Young housewife. Soft drink. (In Daily leader-times, Aug. 8, 1955, p.4) Appl. author: D'Arcy Advertising Co. © 8Aug55; KK114741.

50 million times a day ... There's nothing like a Coke. Young man sitting on letters of Coke. Soft drink. (In Michigan chronicle, June 4, 1955, p.10) Appl. author: D'Arcy Advertising Co. © 4Jun55; KK114739.

For outdoor living at its brightest. Coke in a cooler, ice-cold. Boy and girl on picnic. Soft drink. (In The Daily monitor leader, May 25, 1955, p.8) Appl. author: D'Arcy Advertising Co. © 25May55; KK114737.

For outdoor living at its brightest, take along ice-cold Coke ... Caddy cooler. Soft drink. (In Port Huron times herald, July 5, 1955, p.2) Appl. author: D'Arcy Advertising Co. © 5Jul55; KK114740.

Friendliest drink on earth. Drink Coca-Cola. Couple & glasses. Poster. Appl. author: D'Arcy Advertising Co. © 1Feb56; KK114239.

Halloween, treat 'em right with Coke. Halloween; pumpkin [filled with Cokes] Soft drink. (In Watsonville register-pajaronian, Oct. 26, 1955, p.12) Appl. author: D'Arcy Advertising Co. © 26Oct55 (in notice: 1954); KK114746.

Here is the distinctive quality of Coca-Cola. The friendliest drink on earth. Boy & girl in sweaters; bubbles. (In Look, Jan. 10, 1956, p.30) Appl. author: D'Arcy Advertising Co. © 27Dec55 (in notice: 1956); KK113371.

Holidays coming, you'll need plenty of Coke. Group on floor. Soft drink. (In The Richmond news leader, Dec. 6, 1955, p.20) Appl. author: D'Arcy Advertising Co. © 6Dec55; KK114750.

In all this big, wide thirsty world, there's nothing like that great taste of Coke. [Color ad; two boys relaxing on grass with sodas] Appl. author: McCann Erickson, Inc. © 25May56; KK117284.

King-size, standard-size, there's nothing like a Coke for quality, convenience. Picnic basket. Soft drink. (In Oxnard press-courier, Nov. 10, 1955, p.18) Appl. author: D'Arcy Advertising Co. © 10Nov55; KK114747.

Love that Coke. Girl in pajamas. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Jan56 (in notice: 1955); KK113377.

Now, enjoy the taste you prefer in 3 convenient sizes. 3 panels; 3 size bottles. Soft drink. (In The Bay City times, Aug. 18, 1955, p.8) Appl. author: D'Arcy Advertising Co. © 18Aug55; KK114742.

Now in 2 new sizes. Two new sizes [shown in bottles] Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Jul55; KK114078.

The one drink your holiday guests will welcome, Coca-Cola. Woman at table. Soft drink. (In The St. Augustine record, Dec. 29, 1955, p.5) Appl. author: D'Arcy Advertising Co. © 29Dec55; KK114754.

Puts you at your sparkling best. [Record party] dance couple. Carbonated beverage. Poster. Appl. author: McCann Erickson, Inc. © 1Jun56; KK116780.

Puts you at your sparkling best. Teenage threesome. Carbonated beverage. Poster. Appl. author: McCann Erickson, Inc. © 1May56; KK116781.

Quality, now in king-size, too, for Joliet area only. Hand opening bottle of Coke. Soft drink. (In Herald-news, Joliet, Ill., May 12, 1955, p.19) Appl. author: D'Arcy Advertising Co. © 12May55; KK114736.

Refreshing gift idea, portable cooler for Christmas. Plastic cooler, Christmas. Soft drink. (In Alexandria daily town talk, Dec. 8, 1955, p.16) Appl. author: D'Arcy Advertising Co. © 8Dec55; KK114751.

Refreshing point. Tennis girl. Soft drink. (In Birmingham world, May 27, 1955, p.7) Appl. author: D'Arcy Advertising Co. © 27May55; KK114738.

Refreshing secret. Three girls. Soft drink. (In Michigan chronicle, Feb. 26, 1955, p.17) Appl. author: D'Arcy Advertising Co. © 26Feb55; KK114755.

Santa Barbara's favorite time of day, the pause that refreshes, with ice-cold Coca-Cola. Girl in modern chair. Soft drink. (In Santa Barbara news-press, Nov. 30, 1955, p.A-11) Appl. author: D'Arcy Advertising Co. © 30Nov55; KK114749.

So wonderfully wholesome, pure, refreshing ... The friendliest drink on earth. Boy and girl, crossed straws. (In Life, Jan. 30, 1956, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 26Jan56; KK113727.

The taste you prefer in 3 convenient sizes. Three bottles. Soft drink. (In The Bay City times, Sept. 8, 1955, p.12) Appl. author: D'Arcy Advertising Co. © 8Sep55; KK114743.

The taste your friends like best, the taste of pure, wholesome Coca-Cola ... Group on floor. Soft drink. (In Chicago daily sun-times, Dec. 14, 1955, p.25) Appl. author: D'Arcy Advertising Co. © 14Dec55; KK114753.

That great taste of Coke makes life more fun, gives a bright little lift to everyone, for extra refreshment, extra zest, Coca-Cola puts you at your sparkling best. Carbonated beverage. (In The American weekly, May 27, 1956, p.28) Appl. author: McCann Erickson, Inc. © 27May56; KK117281.

There's no substitute for good taste. Hand pouring Coke. Soft drink. (In Independence daily reporter, Jan. 18, 1956, p.4) Appl. author: D'Arcy Advertising Co. © 18Jan56; KK116139.

COCA-COLA CO. © Cont'd.

There's nothing like a Coke. Now, king size, too. King [size] announcement. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Aug55; KK114079.

This is the taste that's uniquely different. The friendliest drink on earth. Party group. Soft drink. (In Life, Feb. 27, 1956, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 23Feb56; KK114881.

Vive la difference. Drink Coca-Cola. The Frenchman. Soft drink. Poster. Appl. author: D'Arcy Advertising Co. © 1Mar56; KK115398.

COFFMAN (R. G.) CO., INC. ©

Coffman aluminum columns and railing material. Mar. 1956. Form 155. Folder. Appl. author: Frank Hermesdorf. © 25Mar56; KK115332.

Coffman aluminum screen door grilles; adjustable. Nov. 1955. Form 146. Sheet. Appl. author: Frank Hermesdorf. © 18Nov55; KK113388.

Coffman ornamental iron, stock length, sectional railings for porches & steps. Jan. 1956. Form 205. Folder. Appl. author: Frank Hermesdorf. © 6Jan56; KK113391.

Coffman steel bearing plates hold wood posts dry. Oct. 1955. Form 139. Sheet. Appl. author: Frank Hermesdorf. © 5Oct55; KK113387.

Full-fashioned Coffman ornamental iron screen door grilles, adjustable ... Dec. 1955. Form 114. Sheet. Appl. author: Frank Hermesdorf. © 18Dec55; KK113390.

Inside, outside, hi-light your home with Coffman ornamental iron ... Dec. 1955. Form 100. Folder. Appl. author: Frank Hermesdorf. © 30Dec55; KK113386.

Ornamental aluminum, by Coffman. Made-to-order aluminum railings with exclusive extrusions. Form 154. Sheet. Appl. author: Frank Hermesdorf. © 1Mar56; KK114767.

Ornamental iron grilles, by Coffman. Non-adjustable screen door grilles. Jan. 1956. Form 120. Sheet. Appl. author: Frank Hermesdorf. © 4Jan56; KK113389.

Wrought iron decorator furniture legs with new self-adjusting furniture glide. Form 152. Sheet. Appl. author: Frank Hermesdorf. © 10Apr56; KK116069.

COLE OF CALIFORNIA. ©

Ancient Egypt comes to life in the Egyptian swimsuit collection, by Cole of California. (In Life, May 21, 1956, p.91) Appl. author: Doyle Dane Bernbach. © 21May56; KK116992.

And keep an eye open for Cole's exciting misses' promotions ... Clothing. (In Women's wear daily, Jan. 4, 1956, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 4Jan56; KK113352.

By Dior for Cole of California. Swimsuits. (In Vogue, May 1, 1956, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 1May56; KK116993.

Don't look now, but they've discovered our Cole Juniors of California. Swimsuits. (In Charm, May 1956, p.44) Appl. author: Doyle Dane Bernbach, Inc. © 1May56; KK116685.

He's bubbling with excitement about you in Cole blue. Swimsuits. (In Harper's bazaar, May 2, 1955, p.24) Appl. author: Doyle Dane Bernbach, Inc. © 2May55; KK115992.

I'm taking a Cole Junior. Me, too. Clothing. (In Women's wear daily, Jan. 4, 1956, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 4Jan56; KK113353.

The sign of the August sun brings unexpected swimsuit sales with Cole's new Indian Summer collection. (In Women's wear daily, June 13, 1956, p.42) Appl. author: Doyle Dane Bernbach, Inc. © 13Jun56; KK117624.

A swimsuit sale in every copy when Life sells Cole of California. (In Women's wear daily, Feb. 29, 1956, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 29Feb56; KK115188.

They want to wear 'em home. Their new swimsuits, by Cole ... (In Women's wear daily, Feb. 8, 1956, p.41) Appl. author: Doyle Dane Bernbach, Inc. © 8Feb56; KK114322.

This is why I'll buy a Cole Indian Summer swimsuit. (In Women's wear daily, May 29, 1956, p.33) Appl. author: Doyle Dane Bernbach, Inc. © 29May56; KK117625.

COLEMAN, P. J.

Automatic oven operation. Firestone's Set Without Fret system on Supreme models. Label. © Paul J. Coleman; 22Nov55; KK113276.

It's as easy as A B C. Cooking ranges & timers. Label. © Paul J. Coleman; 24Nov55; KK113632.

COLGATE-PALMOLIVE CO. ©

Now, Ajax has a new bleach plus a special brightener. Cleanser. (In Puck, the comic weekly (New York journal American), Jan. 8, 1956, section 2, p.1) Appl. author: Bryan Houston, Inc. © 8Jan56; KK113162.

Only Ajax with foaming action cleans so quick, polishes so bright, works so easy. (In The Cincinnati enquirer, Apr. 8, 1956, comic section, p.4) Appl. author: Bryan Houston, Inc. © 8Apr56; KK116070.

Only Ajax with foaming action cleans so quick, polishes so bright, works so easy. (In The Washington post & times herald, Apr. 29, 1956, comic section, p.3) Appl. author: Bryan Houston, Inc. © 29Apr56; KK116539.

COLIN HALL CLOTHES, LTD. ©

Ben venuto, our new Petrocelli suits have arrived. Men's clothing. Card. Appl. author: Will Kaplan Advertising. © 6Jan56; KK113228.

COLLAMATIC CORP. ©

The new scene in the modern office. Electric collating machine. (In The Office, June 1956, p.133) © 1Jun56; KK117272.

Something new, an inexpensive printer's model collator, electrically powered. (In Offset duplicator review, May 1956, p.45) © 15May56; KK117412.

COLUMBIA HAT CO. ©

C sportswear. Label. © 10Mar56; KK116672.

COLUMBIA WAX CO. ©

Columbia SafeGuard, for safer, longer lasting, better looking floors, the no-wax, emulsion type, floor polish. Label. Appl. author: James De Santis. © 16Feb56; KK114207.

She can tell you about floor safety. Sensational, new Columbia SafeGuard, the no-wax, emulsion type, floor polish, is 9 ways better. Mail folder. Appl. author: James De Santis. © 11Feb56; KK114206.

COLUMBIAN ENAMELING & STAMPING CO.

Fine-Line roaster. Label. Appl. author: R. M. Cronin. © Columbian Enameling & Stamping Co., Inc.; 7May56; KK117002.

COLUMBUS SHOW CASE CO. ©

Columbus sales-master wall merchandising units; door assemblies. Bulletin no.2000-D. Sheet. Appl. author: Jeremiah C. Montgomery. © 1Mar56; KK114930.

Columbus sales-master wall merchandising units; inserts. Bulletin no.2100-IN. Sheet. Appl. author: Jeremiah C. Montgomery. © 1Mar56; KK114929.

Columbus wall merchandising units with assemblies. Bulletin no. 2100-A. Sheet. Appl. author: Jeremiah C. Montgomery. © 1Mar56; KK114931.

Columbus wall merchandising units with assemblies. Bulletin no. 2200-A. Sheet. Appl. author: Jeremiah C. Montgomery. © 1Mar56; KK114927.

Features, Columbus prescription preparation unit model 2700. Bulletin no.2700. Sheet. Appl. author: Jeremiah C. Montgomery. © 1Mar56; KK114928.

New, sleek, stunning Columbus Kingston cases. Bulletin no.K-1400. Folder. Appl. author: Jeremiah C. Montgomery. © 1Feb56; KK114280.

A totally new concept in bakery display cases. Bulletin no.M-1500. Folder. Appl. author: Jeremiah C. Montgomery. © 1Feb56; KK114279.

COMAR INDUSTRIES, INC. ©

Dear Friend: This letter offers you the most astounding results you have ever achieved in your lawn and garden or more than your money back. Fertidyne. Plant growth stimulator. 4 p. © 1Jun56; KK117078.

If you used 1000 lbs. of manure in your garden, you couldn't get all these results one pound of Fertidyne can give you. Garden products. Folder. © 1Jun56; KK117071.

Look at the advantages you enjoy by using fast-acting, money-saving Comar garden concentrates. Folder. © 5Mar56; KK114914.

Look at the advantages you enjoy by using fast-acting, money-saving Comar garden concentrates. Sheet. © 5Mar56; KK116359.

Now you can grow king size flowers in virtually any soil. Garden products. Sheet. © 1Jun56; KK117072.

This extra added flower gift to induce you to try Comar's lawn and garden products. Folder. © 1Jun56; KK117079.

Why pay $2 for a 10¢ dustcloth? Sili-Cloth instant silicone dip concentrate. (In The Grand Rapids herald, Jan. 22, 1956, p.12) © 22Jan56; KK113699.

COMET RICE MILLS. ©

Comet, pre-fluffed, long grain, rice. [Fried chicken, tomatoes, green peppers on plate with rice] 1 lb. 8 oz. net weight. Label. © 15Mar56; KK115305.

Comet, pre-fluffed, long grain, rice. Olives. 1 lb. 8 oz. net weight. Label. © 15Mar56; KK115304.

Comet, pre-fluffed, long grain, rice. String beans. 1 lb. 8 oz. net weight. Label. © 15Mar56; KK115303.

COMMERCIAL SOLVENTS CORP. ©

Q: How can you prevent this from happening to your engine? A: Drain out tired anti-freeze every year. Folder. Appl. author: Fuller & Smith & Ross, Inc. © 15Feb56; KK114295.

COMMONWEALTH EDISON CO. ©

I cook for you electrically for pennies a day, says Little Bill, your electric friend. Electricity and public utility services. (In Chicago daily tribune, Jan. 18, 1956, pt.1, p.14) Appl. author: Leo Burnett Co., Inc. © 18Jan56; KK113477.

Keep cool electrically for pennies. Little Bill. Electrical service. Poster. Appl. author: Leo Burnett Co., Inc. © 1Jun56; KK117718.

COMMONWEALTH OF PUERTO RICO. SEE Puerto Rico.

COMMONWEALTH SHOE & LEATHER CO. ©

And there you are in famous Bostonian Cordovans. Riding trophy, full page, B&W. (In Life, Oct. 10, 1955, p.34) Appl. author: Foote, Cone & Belding. © 6Oct55; KK115540.

And there you are in famous Bostonian Footsavers. No.4033 Fairfield Moc-Blucher Lo Slope ... (In Life, Mar. 19, 1956, p.18) Appl. author: Foote, Cone & Belding. © 15Mar56; KK116341.

And there you are in famous Bostonian Lo-Slopes. Airplane situation. (In Life, Mar. 26, 1956, p.4) Appl. author: Foote, Cone & Belding. © 22Mar56; KK115546.

COMMUNITY BUILDERS, INC. ©

Homeowner's remodeling reward. (In Chicago daily tribune, Jan. 13, 1956, pt.1, p.15) Appl. author: Robert W. Kendler. © 13Jan56; KK113369.

Now, first time ever offered, bedroom-bath addition for the price of the bedroom alone. Home remodeling. (In Chicago daily tribune, May 2, 1956, pt.2, p.5F) Appl. author: Robert W. Kendler. © 2May56; KK116429.

Rain on the roof may bring floods in the basement. Home remodeling. (In Chicago daily tribune, Apr. 25, 1956) Appl. author: Robert W. Kendler. © 25Apr56; KK116428.

COMPANION SELLING INSTITUTE.

A guide to Companion Selling and self-service. No.1. 1956. Folder. © Jerome Meyer d.b.a. Companion Selling Institute; 20Apr56; KK116656.

COMSTOCK FOODS, INC. ©

Comstock apple pie mix. Net weight 1 lb. 8 oz. Label. © 16Jun55; KK113773.

Comstock blueberry pie mix. Contents 1 lb. 4 oz. Label. © 1Feb53; KK113766.

Comstock cherry pie mix. Contents 1 lb. 5 oz. Label. © 1Nov52; KK113768.

Comstock fancy apple sauce. Contents 1 lb. 1 oz. Label. © 31Dec51; KK113769.

Comstock mincemeat pie mix. Contents 1 lb. 6 oz. Label. © 19Nov54; KK113772.

Comstock peach pie mix. Contents 1 lb. 5 oz. Label. © 1Apr54; KK113767.

Comstock pineapple pie mix. Contents 1 lb. 5 oz. Label. © 12Sep55; KK113770.

Comstock pumpkin pie mix. Contents 1 lb. 5 oz. Label. © 1Nov54; KK113764.

Comstock squash pie mix. Contents 1 lb. 5 oz. Label. © 1Nov55; KK113765.

Comstock strawberry pie mix. Contents 1 lb. 5 oz. Label. © 22Jul55; KK113771.

CON-FERRO PAINT & VARNISH DIVISION, VALSPAR CORP. SEE Valspar Corp.

CONGOLEUM-NAIRN, INC. ©

5 new decorator color themes in this famous inlaid linoleum, by Gold Seal. Gold Seal Sequin inlaid linoleum. (In Better homes & gardens, Jan. 1956, p.37) Appl. author: Marjorie Greenbaum. © 1Jan56; KK113363.

Gold Seal opens your door to limitless luxury; Nairon Custom, the new, exclusive plastic floor. (Gold Seal, Nairon Custom plastic tile) (In Better homes & gardens, Mar. 1956, p.45) Appl. author: Marjorie Greenbaum. © 1Mar56; KK114762.

The miracle of plastics at a low, low cost. New Gold Seal Congoleum ... Floor covering. Appl. author: Albert White. © 29May56; KK117058.

Name this new inlaid linoleum design, decorator styled, by Gold Seal. $10,750 prize contest. [Four patterns] Floor coverings. (In Better homes & gardens, May 1956, p.229) Appl. author: Albert S. White. © 1May56; KK116521.

Name this new inlaid linoleum design, decorator styled, by Gold Seal. $10,750 prize contest. [Six patterns] Floor covering. Appl. author: Albert S. White. © 30Apr56; KK116532.

New colors, new patterns in Gold Seal Congoleum for a new floor in minutes. (Gold Seal Congoleum enamel-surface floor coverings) Appl. author: Marjorie Greenbaum. © 1Mar56; KK114761.

CONKEY (H. D.) & CO.

Field type G for the special draft problems of gas conversion burner installations. Sheet. Appl. author: Kenneth B. Butler & Associates. © Field Control Division of H. D. Conkey & Co.; 1Dec55; KK113755.

CONOLEY, WILLIAM NEAL & ROSS R. IHRIE d.b.a. JUG METER CO. SEE Jug Meter Co.

CONRAC, INC. ©

Any way you look at it, Fleetwood's your best buy. Custom installed TV. (In High fidelity magazine, Apr. 1956, p.40-41) Appl. author: Edward P. Leech. © 1Apr56; KK116176.

Anything TV can do, Fleetwood does better. Custom television. (In High fidelity magazine, Mar. 1956, p.6-7) Appl. author: Edward P. Leech. © 1Mar56; KK115706.

CONRAD, ERNEST R. ©

Kleer-Kwik, new - sensational bingo cards with auto-magic shutters. Game supplies. Sheet. © 5Apr56; KK115915.

CONSOLIDATED CIGAR SALES CO., INC. ©

Alone, and watchful millions wait. Dutch Masters. (In New York Sunday news, May 6, 1956, p.119) Appl. author: Erwin, Wasey & Co., Inc. © 6May56; KK116759.

Dad would like a day like this everyday. Dutch Masters. (In Drug topics, Apr. 30, 1956, p.68) Appl. author: Erwin, Wasey & Co., Inc. © 30Apr56; KK116758.

For those last-minute gifts, see your tobacco dealer who will be open late to serve you. Dutch Masters. (In New York post, Dec. 22, 1955, p.17) Appl. author: Erwin, Wasey & Co., Inc. © 22Dec55; KK114580.

Headed for the ball game? Head for Harvesters first. (In Daily news, New York, Apr. 24, 1956, p.53) Appl. author: Erwin, Wasey & Co., Inc. © 24Apr56; KK116760.

Headed for work? Head for Harvesters first. (In Chicago daily tribune, Apr. 17, 1956, section 4, p.3) Appl. author: Erwin, Wasey & Co., Inc. © 17Apr56; KK116763.

Night watch. Dutch Masters. (In Daily news, New York, May 20, 1956, p.103) Appl. author: Erwin, Wasey & Co., Inc. © 20May56; KK116761.

Now, a great, new Harvester shape, the smart, blunt-end Record Breaker. (In Daily news, New York, May 22, 1956, p.59) Appl. author: Erwin, Wasey & Co., Inc. © 22May56; KK116762.

The odds are 5 to 1, you'll sell more Harvesters in the new 5-Pack. (In The Retail tobacconist, June 15, 1956, p.2 of cover) Appl. author: Erwin, Wasey & Co., Inc. © 15Jun56; KK117725.

28 minutes to flight time. Dutch Masters. (In Life, Apr. 30, 1956, p.140) Appl. author: Erwin, Wasey & Co., Inc. © 26Apr56; KK116757.

CONSUMERS' EXCHANGE.

The vets PX, best buys. Housewares, furnishings, toys ... Sheet. © Consumers' exchange, solely owned by Thomas L. De Mattis; 4Jan56; KK113740.

CONTAINER CORP. OF AMERICA. ©

Alberly, real rich, bulk style, black cherry ice cream. Design no.1305. One half gallon liquid. Paraffined carton. Label. © 19Aug55; KK117537.

Alberly, real rich, bulk style, black raspberry sundae ice cream. Design no.1305. One half gallon liquid. Paraffined carton. Label. © 19Aug55; KK117543.

Alberly, real rich, bulk style, butter pecan ice cream. Design no.1305. One half gallon liquid. Label. © 19Aug55; KK117540.

Alberly, real rich, bulk style, chocolate and vanilla ice cream. Design no.1305. One half gallon liquid. Paraffined carton. Label. © 19Aug55; KK117542.

Alberly, real rich, bulk style, chocolate chip ice cream. Design no.1305. One half gallon liquid. Paraffined carton. Label. © 19Aug55; KK117535.

Alberly, real rich, bulk style, chocolate fudge sundae ice cream. Design no.1305. One half gallon liquid. Paraffined carton. Label. © 19Aug55; KK117538.

Alberly, real rich, bulk style, strawberry and vanilla ice cream. Design no.1305. One half gallon liquid. Paraffined carton. Label. © 19Aug55; KK117541.

CONTAINER CORP. OF AMERICA. © Cont'd.

Alberly, real rich, bulk style, strawberry sundae ice cream. Design no.1305. One half gallon liquid. Paraffined carton. Label. © 19Aug55; KK117539.

Alberly, real rich, bulk style, vanilla ice cream. Design no.1305. One half gallon liquid. Paraffined carton. Label. © 19Aug55; KK117536.

CONTINENTAL BAKING CO., INC. ©

The big 3 features are in both kinds of Wonder rolls, for frankfurters, for hamburgers. (In Buffalo evening news, May 24, 1956, p.16) Appl. author: Ted Bates Co., Inc. © 24May56; KK116883.

For parties, lunch boxes, after school, watching TV, serve America's favorite 10¢ dessert, Hostess, creamed filled, cup cakes. (In Life, June 11, 1956, p.136) Appl. author: Ted Bates Co., Inc. © 11Jun56; KK117069.

New, miracle white bread, a smash hit. Revolutionary, new Staff, special diet bread ... (In Chicago daily news, Apr. 5, 1956, p.38-39) Appl. author: Ted Bates, Inc. © 5Apr56; KK115604.

No more leather rolls, be a social success, serve super-tender County Fair rolls for hamburgers and frankfurters. (In The Evening star, Washington, D. C., May 24, 1956, p.A-16) Appl. author: Ted Bates Co., Inc. © 24May56; KK116882.

Now, all here can benefit from revolutionary new white bread that is better in protein for health than whole wheat. Daffodil Farm enriched bread. (In New York world-telegram & sun, May 23, 1956, p.24-25) Appl. author: Ted Bates Co., Inc. © 23May56; KK116881.

Successor to whole wheat bread taking town by storm. Daffodil Farm wheat bread. (In Bridgeport post, Bridgeport, Conn., Apr. 12, 1956, p.26) Appl. author: Ted Bates Co., Inc. © 12Apr56; KK115872.

Thousands hail new, higher protein to calorie ratio, bread to help control weight effectively. [Endorsed by] Eileen Ford & Marilyn J. Byrnes. Profile. (In Los Angeles herald express, May 31, 1956, p.B-2) Appl. author: Ted Bates Co., Inc. © 31May56; KK116970.

Thousands hail new higher protein to calorie ration bread to help control weight effectively. Profile special formula bread. (In Los Angeles herald & express, May 22, 1956, p.A-10-A-11) Appl. author: Ted Bates Co., Inc. © 22May56; KK116880.

CONTINENTAL DISTILLING CORP. ©

As American as a cigar store Indian, Cavalier vodka, the great American vodka. (In Detroit free press, June 8, 1956, p.46A) Appl. author: Max. A. Geller. © 8Jun56; KK117551.

As American as the rodeo, Cavalier vodka, the great American vodka. (In Philadelphia inquirer) Appl. author: Max. A. Geller. © 4May56; KK116393.

Coming Cavalier, the great American vodka, as American as the Fourth of July. (In Beverage retailer weekly, Feb. 6, 1956) Appl. author: Max A. Geller. © 6Feb56; KK113425.

Dramatically presenting Cavalier vodka, the great American vodka, as American as the rodeo. (In Beverage media, Apr. 1956) Appl. author: Max A. Geller. © 1Apr56; KK115483.

CONTINENTAL FOODS, INC. (S. A.) ©

Continental beef flavor vegetable soup with noodles. Sopa Continental de carne y vegetales con fideos. Red, yellow, white and black, 12 pack display carton. Code no.75-25. Label. © 9Mar56; KK115119.

Continental flavor booster and soup base, all-purpose, beef flavor. Continental base para sopa condimento para otros platos de carne. Light brown & white. Code 374. 13.6 kgs. net weight. Label. © 9Aug55; KK115327.

Continental flavor booster and soup base, all-purpose, chicken flavor. Continental base para sopa, condimento para otros platos, de pollo. Blue & white. Code 373. 22.7 kgs. net weight. Label. © 30Sep55; KK116099.

CONTINENTAL HOMES, INC. ©

The Springbrook series for modern living. Packaged homes. Folder. Appl. author: James Patrick McSorley. © 13Sep55; KK113839.

CONTINENTAL MIDWAY CORP. d.b.a. MIDWAY CORP. SEE Midway Corp.

CONTINENTAL OIL CO. ©

America's finest auto travel guide, Touraide ... Conoco oil & gasoline. Booklet cover. Appl. author: Benton & Bowles, Inc. © 1Jan56; KK115968.

Attention, producers: Profit with Adomite, a new concept in hydraulic fracturing, proved by experience. (In World oil, June 1955, p.60-61) Appl. author: Benton & Bowles, Inc. © 1Jun55; KK115966.

The best behaved containers are coated with these Conoco dairy waxes made specifically for Pure-Pak operations. (In The Milk dealer, Apr. 1956, p.156) Appl. author: Benton & Bowles, Inc. © 1Apr56; KK117288.

The best there is, for you and your car, at the friendliest stop in town. Conoco super gasoline and motor oil. (In The Denver post, May 11, 1955, p.31) Appl. author: Benton & Bowles, Inc. © 11May55; KK113815.

Birthplace of better petrochemicals. Unique new research center, another good reason for doing business with Conoco. (In Soap & chemical specialties, Oct. 1955, p.10-11) Appl. author: Benton & Bowles, Inc. © 1Oct55; KK115288.

Bring all the beauties into your driveway. Conoco super gasoline with TCP. Folder. Appl. author: Benton & Bowles, Inc. © 1Jan56; KK115594.

Business grows ... Under the Conoco banner you can multiply your premium sales with Conoco super gasoline with TCP ... (In National petroleum news, Feb. 1956, p.50-51) Appl. author: Benton & Bowles, Inc. © 1Feb56; KK115975.

Conoco H-300, the extender of profit. Petrochemical. (In Modern plastics, Feb. 1956, p.237) Appl. author: Benton & Bowles, Inc. © 1Feb56; KK115979.

Conoco rock drill oil virtually stops oil fog. (In 1956 mining year book, p.40) Appl. author: Benton & Bowles, Inc. © 1Jan56; KK115967.

Conoco super gasoline with TCP. Hi, neighbor, see me for the super-3. (In The Denver post, May 18, 1955, p.45) Appl. author: Benton & Bowles, Inc. © 18May55; KK113829.

Conoco super gasoline with TCP. I say: Thank goodness for TCP. (In The Wichita beacon, Aug. 17, 1955, p.30) Appl. author: Benton & Bowles, Inc. © 17Aug55; KK113814.

Conoco super gasoline with TCP. You're missing all the excitement of top car performance ... (In The Wichita eagle, Nov. 2, 1955, p.17A) Appl. author: Benton & Bowles, Inc. © 2Nov55; KK114496.

Cut fluid loss to a minimum, fracture with Adomite. (In Petroleum week, Mar. 30, 1956, p.15) Appl. author: Benton & Bowles, Inc. © 30Mar56; KK117287.

Don't you miss out another day on the astonishing power benefits of Conoco super gasoline with TCP. (In The Wichita beacon, Nov. 16, 1955, p.36) Appl. author: Benton & Bowles, Inc. © 16Nov55; KK114495.

For more productive fracturing, least fluid loss, specify Adomite. (In Oil & gas journal, Jan. 30, 1956, p.313) Appl. author: Benton & Bowles, Inc. © 31Jan56; KK115592.

Great news for San Antonio motorists. Conoco super gasoline with TCP; Conoco super motor oil ... (In San Antonio light, July 29, 1955, p.45) Appl. author: Benton & Bowles, Inc. © 29Jul55; KK113826.

Have you tried Conoco H-340 as a secondary plasticizer for polyvinyl chloride formulations? [B & W ad] Petrochemicals. (In Oil, paint & drug reporter, Nov. 7, 1955, p.32) Appl. author: Benton & Bowles, Inc. © 7Nov55; KK114498.

Have you tried Conoco H-340 as a secondary plasticizer for polyvinyl chloride formulations? [Color ad] (In Modern plastics, Nov. 1955, p.20) Appl. author: Benton & Bowles, Inc. © 1Nov55; KK114500.

Have you tried Conoco H-340 as a secondary plasticizer for polyvinyl chloride formulations? (In Modern plastics, Sept. 1955, p.16) Appl. author: Benton & Bowles, Inc. © 1Sep55; KK113825.

Here she comes, Conoco's newspaper salute to America's wonderful new '56 cars. Conoco super gasoline with TCP; Conoco super motor oil. Folder. Appl. author: Benton & Bowles, Inc. © 1Jan56; KK115596.

If you've lost your heart to a new Buick, Cadillac, Chevrolet, Chrysler, it's great to know Conoco super gasoline with TCP is made-to-order ... (In The Lincoln star, Jan. 11, 1956, p.17) Appl. author: Benton & Bowles, Inc. © 11Jan56; KK115590.

If you've lost your heart to a new Clipper, De Soto, Dodge, here's wonderful news, Conoco super gasoline with TCP is made-to-order ... (In The Lincoln star, Jan. 25, 1956, p.13) Appl. author: Benton & Bowles, Inc. © 25Jan56; KK115971.

If you've lost your heart to a new Ford Thunderbird, Hudson, Imperial, here's wonderful news, Conoco super gasoline with TCP is made-to-order ... (In Omaha world-herald, Feb. 8, 1956, p.10) Appl. author: Benton & Bowles, Inc. © 8Feb56; KK117297.

If you've lost your heart to a new Lincoln - Mercury - Nash. Conoco super gasoline with TCP; Conoco super motor oil. (In Omaha world-herald, Feb. 21, 1956, p.11) Appl. author: Benton & Bowles, Inc. © 21Feb56; KK115964.

If you've lost your heart to a new Oldsmobile, Packard, Plymouth, here's wonderful news, Conoco super gasoline with TCP is made-to-order ... (In Evening world-herald, Omaha, Mar. 7, 1956, p.17) Appl. author: Benton & Bowles, Inc. © 7Mar56; KK116228.

If you've lost your heart to a new Pontiac, Rambler, Studebaker, it's great to know Conoco super gasoline with TCP is made-to-order ... (In Evening world-herald, Omaha, Mar. 21, 1956, p.36) Appl. author: Benton & Bowles, Inc. © 21Mar56; KK116227.

Investigate Conoco H-300, the extender of profit, secondary plasticizer. Petrochemicals. (In Modern plastics, Apr. 1956, p.261) Appl. author: Benton & Bowles, Inc. © 1Apr56; KK117289.

Isn't it high time you began enjoying all the proved power benefits of Conoco super gasoline with TCP? (In The Wichita beacon, Oct. 5, 1955, p.34) Appl. author: Benton & Bowles, Inc. © 5Oct55; KK114578.

Mileage Conoco super gasoline with TCP. Power Conoco super gasoline with TCP. No.8668. Poster. Appl. author: Benton & Bowles, Inc. © 1May56; KK117692.

Neolene 400, intermediate for synthetic detergents. (In Soap & chemical specialties, Jan. 5, 1956, p.13) Appl. author: Benton & Bowles, Inc. © 1Jan56; KK115589.

New Conoco super motor oil. The best there is ... (In The Denver post, May 25, 1955, p.52) Appl. author: Benton & Bowles, Inc. © 25May55; KK113816.

A new high in octane plus TCP both in Conoco super gasoline ... (In Kansas City times, May 23, 1956) Appl. author: Benton & Bowles, Inc. © 23May56; KK117681.

New home for an old friend. Conoco. (In Houston chronicle, Oct. 17, 1955, p.5) Appl. author: Benton & Bowles, Inc. © 17Oct55; KK117090.

Not tomorrow, but today, get the gasoline with the new high in octane, Conoco super gasoline with TCP. (In Kansas City times, May 16, 1956, p.32) Appl. author: Benton & Bowles, Inc. © 16May56; KK117679.

Sell a good measure of boating pleasure. Conoco outboard motor oil. (In Boating industry, Oct. 15, 1955, p.167) Appl. author: Benton & Bowles, Inc. © 12Oct55; KK113827.

The tank truck. A farmer who thrives on a mixed green diet. Conoco super motor oil; Conoco super gasoline with TCP. (In Western farm life, Feb. 1, 1956, p.36) Appl. author: Benton & Bowles, Inc. © 1Feb56; KK115972.

The tank truck. Crops, cows and cars, they're all in the family. New Conoco super motor oil; Conoco super gasoline with TCP. (In Western farm life, May 1, 1956, p.2) Appl. author: Benton & Bowles, Inc. © 1May56; KK117682.

The tank truck. He's put his tractors on a clean-air diet. Conoco super motor oil; Conoco super gasoline with TCP. (In Western farm life, Jan. 1, 1956, p.24) Appl. author: Benton & Bowles, Inc. © 1Jan56 (in notice: 1955); KK115588.

The tank truck. Retirement's just a word to this '37 tractor. New Conoco super motor oil; Conoco super gasoline with TCP. (In Western farm life, Nov. 1, 1955, p.48) Appl. author: Benton & Bowles, Inc. © 1Nov55; KK114503.

The tank truck. Season's greetings from your Conoco man. Conoco super gasoline with TCP; super motor oil ... (In Western farm life, Dec. 1, 1955, p.24) Appl. author: Benton & Bowles, Inc. © 1Dec55; KK114506.

The tank truck. Where farming and family go hand-in-hand. Conoco super motor oil; Conoco super gasoline with TCP. (In Western farm life, Apr. 1, 1956, p.48) Appl. author: Benton & Bowles, Inc. © 1Apr56; KK116964.

The tank truck. Where water runs uphill, 5400 gallons per minute. Conoco super motor oil; Conoco super gasoline with TCP. (In Western farm life, Mar. 1, 1956, p.44) Appl. author: Benton & Bowles, Inc. © 1Mar56; KK116231.

This very day, get the wonderful all-season oil that conquers both friction and corrosive wear. New Conoco super motor oil. (In Sioux City journal-tribune, Apr. 3, 1956, p.5) Appl. author: Benton & Bowles, Inc. © 3Apr56; KK117294.

To a bright young man with big ideas about his future. Petrochemicals. (In Houston, Texas post, Apr. 22, 1956, p.9) Appl. author: Benton & Bowles, Inc. © 22Apr56; KK117220.

To make a best-selling liquid detergent, start with Neolene 400 ... (In Soap & chemical specialties, Feb. 5, 1956, p.15) Appl. author: Benton & Bowles, Inc. © 1Feb56; KK115978.

Today go all out on power plus protection, team up the super-twins, Conoco super gasoline with TCP, Conoco super motor oil. (In Omaha world-herald, Apr. 25, 1956, p.40) Appl. author: Benton & Bowles, Inc. © 25Apr56; KK117293.

Today, Houston gets a look at tomorrow. Conoco super gasoline with TCP; Conoco super motor oil; Conoco super service. (In The Houston chronicle, Jan. 26, 1956, section F, p.3) Appl. author: Benton & Bowles, Inc. © 26Jan56; KK115593.

Today's a red letter day for all San Antonio. Conoco super gasoline with TCP; new Conoco super motor oil. (In San Antonio light, Aug. 1, 1955, p.10) Appl. author: Benton & Bowles, Inc. © 1Aug55; KK114493.

What one great all-season oil guarantees you full-time protection against both friction and corrosive wear? New Conoco super motor oil. (In Improvement era, Apr. 1, 1956, p.213) Appl. author: Benton & Bowles, Inc. © 1Apr56; KK117684.

What one great all-season oil guarantees you full-time protection against both friction and corrosive wear? New Conoco super motor oil. (In Omaha world-herald, Apr. 18, 1956, p.54) Appl. author: Benton & Bowles, Inc. © 18Apr56; KK117292.

You just don't know the power you're missing until you try Conoco super gasoline with TCP. (In The Denver post, July 6, 1955, p.40) Appl. author: Benton & Bowles, Inc. © 6Jul55; KK113817.

You just don't know the power you're missing until you try Conoco super gasoline with TCP. (In The Denver post, Nov. 10, 1955, p.55) Appl. author: Benton & Bowles, Inc. © 10Nov55; KK115970.

You just don't know the power you're missing until you try Conoco super gasoline with TCP. (In The Wichita beacon, Oct. 19, 1955, p.37) Appl. author: Benton & Bowles, Inc. © 19Oct55; KK114494.

You're directing traffic to stop right in your station when you tie in with Conoco newspaper advertising. Conoco super gasoline with TCP; Conoco super motor oil. Folder. Appl. author: Benton & Bowles, Inc. © 1Apr56; KK116959.

You're missing all the excitement of top car performance, if you've missed trying Conoco super gasoline with TCP. (In The Wichita eagle, Nov. 30, 1955, p.11A) Appl. author: Benton & Bowles, Inc. © 30Nov55; KK114497.

You're missing plenty, if you don't tie-in and get the full power of Conoco's summer and fall newspaper advertising. Folder. Appl. author: Benton & Bowles, Inc. © 1Jul55; KK115585.

CONVERTIPEARL NECKLACE CO., wholly owned subsidiary of ELMER ELLSWORTH & SON. SEE Ellsworth (Elmer) & Son.

COOK, FRANK.
Frank Cook red yams. Min. net wt. 40 lbs. Label. © Franklyn H. Cook; 10Apr56; KK115807.

COOPER-MERRITT CORP. d.b.a. JANET DAVID MIAMI. SEE David (Janet) Miami.

COPOLYMER RUBBER & CHEMICAL CORP. ©
Co-Po. Note-book binders. Appl. author: Fayette L. Atkinson. © 15Feb56; KK114911.

CORNELI SEED CO. ©
Vegetable and flower types, chart no.1. Appl. author: Roger Korschgen. © 26Mar56; KK115942.

CORNING BAKING CO., subsidiary of CORTLAND BAKING CO. SEE Cortland Baking Co.

CORO, INC. ©
Flair, by Coro. Costume jewelry. (In Harper's bazaar, Nov. 1955, p.33) © 1Nov55; KK114562.

CORTLAND BAKING CO.
McDonald's, thin sliced, farm bread. Weight 16 ozs. White enriched; whole wheat. Label. Appl. author: Fabricon Products. © Cortland Baking Co. & its subsidiary, Corning Baking Co.; 25May55; KK117566.

COTY, INC. ©
Cleans without irritating sensitive skin. Coty instant cleanser. (In New York herald tribune, Mar. 21, 1956, p.3) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 21Mar56; KK115215.

COTY, INC. © Cont'd.

Conditions as it cleans. Coty instant cleanser. (In The New York times, Mar. 21, 1956, p.3L) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 21Mar56; KK115216.

Coty 24 keeps your lips soft and smooth as silk. Lipstick. (In The New York times, Jan. 22, 1956, p.80) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 22Jan56; KK113577.

The first really new liquid make-up, Coty French Formula. (In N.A.R.D. journal, Apr. 2, 1956, p.21) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 2Apr56; KK115675.

For a clean sharp lipline every time, Coty 24 lipstick. (In The New York times, Feb. 23, 1956, p.3) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 23Feb56; KK114319.

Frankly, it's habit forming, once you try new Coty nail polish, you'll never use any other. (In The New York times, Jan. 5, 1956, p.L3) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 5Jan56; KK113116.

Free, Air Spun face powder vanity with your purchase of Coty 24 lipstick. Wurzburg of Grand Rapids. (In The Grand Rapids press, Feb. 29, 1956, p.23) Appl. author: William F. Siegel. © 29Feb56; KK115952.

Goes on smoother, stays on longer. Coty cream powder, compact make-up. (In The New York times, Jan. 19, 1956, p.3L) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 19Jan56; KK113400.

A lipstick ad for men only. Coty 24. (In The New Yorker, Apr. 28, 1956, p.11) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 28Apr56; KK116165.

Mother will love Muguet des Bois, by Coty. Perfume. (In The New York times) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 2May56; KK116277.

New, first lipstick to give lasting contour correction. Reshape your lips and they'll stay that way ... Coty 24. (In Fort Wayne news-sentinel, Jan. 11, 1956, p.18) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 11Jan56; KK113231.

New liquid make-up. Light as powder, just as easy to apply, Coty French Formula. (In The New York times, Mar. 27, 1956, p.3) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 27Mar56; KK114322.

Now, a liquid make-up light as powder on your face and just as easy to apply. New, French Formula ... by Coty. (In Pittsburgh post-gazette, Apr. 4, 1956, p.16) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 4Apr56; KK115896.

The only compact make-up with famous air spun, the powder not affected by oils in your skin; Coty cream powder. (In The New York times, Jan. 26, 1956, p.3) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 26Jan56; KK113574.

Save 50 o/o on Coty Vitamin A-D, complex cream. (In Tampa morning tribune, Tampa, Fla., Jan. 11, 1956, p.16) Appl. author: William F. Siegel. © 11Jan56; KK115954.

Super-sheen nail polish gives high gloss, needs no top coat. (In The New York times, Jan. 25, 1956, p.3) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 25Jan56; KK113582.

Take this lipstick off at night, the color and shape you like stay on. Coty 24. (In The New York times, Feb. 21, 1956, p.3) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 21Feb56; KK114320.

Take this lipstick off at night, the color stays on. Coty 24 ... [Girl holding tissue to face] (In The New York times, Jan. 15, 1956, p.91) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 15Jan56; KK113349.

20 to 50 o/o off on fine beauty essentials, by Coty. (Coty beauty products) (In Tampa morning tribune, Tampa, Fla., Jan. 2, 1956, p.26) Appl. author: William F. Siegel. © 2Jan56; KK115953.

Unbelievably long lasting. New creamy skin perfume. (In Screen stories, May 1956, p.2) Appl. author: Franklin Bruck Advertising Corp. © 5Apr56; KK115490.

We prove every day on T.V. that only Coty cream powder really stays on. (In The Toledo blade, Mar. 12, 1956, p.20) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 12Mar56; KK115023.

The wealth of the Coty line, your greatest opportunity for multiple sales. Cosmetics. (In Chain store age, Mar. 1956, p.34d) Appl. author: Franklin Bruck Advertising Corp. © 10Mar56; KK116023.

When you take this lipstick off, the color and shape you like stay on. Coty 24. [Woman's face with lipstick; open tube] (In Ladies' home journal, Mar. 1956, p.139) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 29Feb56; KK114704.

When you take this lipstick off, the color stays on. Wake up beautiful with alive color glowing on your lips. Coty 24. (In Seventeen, June 1956, p.98) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 1Jun56; KK117070.

Which girl can you make more beautiful? L'Aimant, by Coty. Perfume. (In Beauty fashion) Appl. author: Franklin Bruck Advertising Corp. © 15Mar56; KK115009.

Which girl is more beautiful? L'Aimant, by Coty. Perfume. (In The New Yorker, Feb. 11, 1956, p.89) Appl. author: Franklin Bruck Advertising Corp. © 11Feb56; KK113953.

Which girl is more beautiful? L'Aimant, by Coty. Perfume. (In The New Yorker, Mar. 17, 1956, p.133) Appl. author: Franklin Bruck Advertising Corp. © 17Mar56; KK115008.

COURTESY MOTOR SALES, INC. ©
Courtesy Family Fleet plan. Automobiles. Streamer. Appl. author: Harold A. Barkun. © 29Dec55 (in notice: 1956); KK113098.

CRAFTOOL CO.
Doodle page of the month. Leather carving tools. Sheet. © Craftool Pub. Co. d.b.a. Craftool Co.

Page

9, series 6. Signed: C. Ketchum. © 2Mar56; KK114788.

10, series 6. Saddling a star. Signed: C. Ketchum. © 3Apr56; KK115603.

11, series 6. Embossing or repousse. Signed: Al Stohlman. © 4May56; KK116416.

12, series 6. Filigree fun. By Al Stohlman. © 4Jun56; KK117254.

CRAFTOOL PUB. CO. d.b.a. CRAFTOOL CO. SEE Craftool Co.

CRAIG, C. D. ©
Asthma formula. One pint. Label. © 4Feb56; KK114092.

CRAMORE FRUIT PRODUCTS, INC. ©
Cramores crystals, instant Gilhooley. Beverage base. Net weight 10 ozs. Label. Appl. author: John Randall Shaull. © 30Mar55; KK114393.

CRAWFORD, LETTY. ©
Homemade all turkey pie. Net wt. 8 oz. Label. © 21Mar55; KK116420.

CRAWLEY (JOHN J.) & CO., INC. ©
The Catholic family book of novenas. Sheet. Appl. author: Alan Rosenberg. © 6Jun56; KK117255.

CREAM OF WHEAT CORP. ©
Breakfast surprise, ice cream on hot Cream of Wheat. (Breakfast surprise, Cream of Wheat a la mode) Wheat breakfast food. (In McCall's, June 1956, p.119) © 22May56; KK116749.

Dennis the Menace, by Hank Ketcham. Cream of Wheat and syrup tastes swell. Breakfast food. (In Woman's home companion, Mar. 1956, p.75) © 16Feb56; KK114773.

Dennis the Menace, by Hank Ketcham. Hey, brown sugar tastes great on Cream of Wheat. Breakfast food. (In Chatelaine, Feb. 1956, p.33) © 22Jan56; KK113756.

CREAMETTE CO. ©
Prepare it in your spare time ... Homemakers holiday. Creamettes macaroni. (In Picture, Apr. 22, 1956, p.19) Appl. author: Martin-Williams, Inc. © 22Apr56; KK115806.

CREATIVE METALS CORP. ©
Hi-turbulence Jiffix dairy equipment washer assures sanitary washes plus excellent milkstone control. Sheet. Appl. author: E. W. Shafer. © 12Jan56; KK114032.

CREMOLAND BUTTER CO. ©
There's a wealth of good health in real butter, insist on Cremoland ... salt butter. (In Newsday, Mar. 28, 1956, p.66) Appl. author: Needham & Grohmann, Inc. © 28Mar56; KK115336.

CRESTA BLANCA WINE CO.
Cresta Blanca California champagne. Display card. Appl. author: Cecil P. Kahmann. © Schenley Industries, Inc. d.b.a. Cresta Blanca Wine Co.; 28Oct55; KK113288.

CRESTON CRAYON CO., INC. ©
Hallowe'en chalk. No.408. 8 sticks. Label. Appl. author: Dudley J. Berson. © 21Feb56; KK114275.

CROSS-OUT ADVERTISING CO., INC. ©
Product picture game. Everyone can play. Game no.8. Household articles. (In Daily news, New York, Dec. 15, 1955, p.84-85) © 15Dec55; KK113410.

Product picture game. Last game; recheck your cards with past games. Game no.12. Household articles. (In Daily news, New York, Jan 12, 1956, p.52-53) © 12Jan56 (in notice: 1955); KK113412.

Product picture game. Last product picture game ... No.12. Household articles. (In St. Louis globe-democrat, Jan. 12, 1956, p.5B) © 12Jan56 (in notice: 1955); KK113414.

Product picture game. Only one more game ... No.11. Household articles. (In Daily news, New York, Jan. 5, 1956, p.46-47) © 5Jan56 (in notice: 1955); KK113413.

Product picture game. Only 1 more game to go. Game no.11. Household articles. (In St. Louis globe-democrat, Jan. 5, 1956, p.3B) © 5Jan56 (in notice: 1955); KK113177.

Product picture game. Win a gift, it's easy. Game no.10. Household articles. (In Daily news, New York, Dec. 29, 1955, p.22-23) © 29Dec55; KK113176.

Product picture game. Winners of Kelvinator ranges. Game no.9. Household articles. (In Daily news, New York, Dec. 22, 1955, p.56-57) © 22Dec55; KK113411.

Product picture game. You may win this week. Game no.10. Household articles. (In St. Louis globe-democrat, Dec. 29, 1955, p.9A) © 29Dec55; KK113056.

CROWELL-COLLIER PUB. CO. ©

The American magazine key to additional insurance sales. Action. Direct mail promotion. Folder. © 13Jan56 (in notice: 1955); KK113463.

The American magazine key to additional insurance sales. Loss by dying, gain by living. Direct mail promotion. Label. © 22Mar56; KK115221.

The American magazine key to additional insurance sales. New small program approach. Direct mail promotion. Label. © 30Apr56; KK116470.

The American magazine key to additional insurance sales. The best habit. Direct mail promotion. Label. © 23Feb56; KK114469.

Belief made this sale. The American magazine. (In U. S. news & world report, May 20, 1955, p.19) Appl. author: Monroe F. Dreher, Inc. © Crowell-Collier Publishing Co. (in notice: Crowell-Collier Publishers Co.); 16May55; KK114013.

The grocer speaks: Action. The American magazine. Direct mail promotion. Folder. © 16Jan56 (in notice: 1955); KK113464.

The grocer speaks: Don't be an ostrich. The American magazine. Direct mail promotion. Label. © 23Mar56; KK115220.

The grocer speaks: Hidden profits. The American magazine. Direct mail promotion. Label. © 30Apr56; KK116469.

The grocer speaks: Is related item selling always profitable? The American magazine. Direct mail promotion. Label. © 24Feb56; KK114470.

The ideal atmosphere for liquor advertising. The American magazine. (In Spirits, Aug. 1955, p.8) Appl. author: Monroe F. Dreher, Inc. © 10Aug55; KK116734.

20,000,000 eyes. The American magazine. (In The Travel agent, Aug. 1955, p.10) Appl. author: Monroe F. Dreher, Inc. © 10Aug55; KK116733.

20,000,000 eyes. The American magazine. (In Travel U. S. A., Aug. 1955, p.5) Appl. author: Monroe F. Dreher, Inc. © 1Aug55; KK114014.

CROWN CENTRAL PETROLEUM CORP. ©

Please drive safely. Governor Abraham Ribicoff. Poster. Appl. author: Bernard Trupp. © 1Dec55 (in notice: 1954); KK114575.

Please drive safely. Governor Averell Harriman. Poster. Appl. author: Bernard Trupp. © 1Dec55 (in notice: 1954); KK114573.

Please drive safely. Governor George Bell Timmerman, Jr. Poster. Appl. author: Bernard Trupp. © 1Dec55 (in notice: 1954); KK114577.

Please drive safely. Governor George Leader. Poster. Appl. author: Bernard Trupp. © 1Dec55 (in notice: 1954); KK114574.

Please drive safely. Governor Luther H. Hodges. Poster. Appl. author: Bernard Trupp. © 1Dec55 (in notice: 1954); KK114576.

Please drive safely. ⸢President Dwight D. Eisenhower⸣ Poster. Appl. author: Bernard Trupp. © 1Dec55 (in notice: 1954); KK114572.

CROWN ZELLERBACH CORP. ©

Baby lima beans; no.529 vignette. Net wt. 10 oz. Frozen food wrapper. Label. © 1Apr56; KK115913.

Beefburger; no.450 vignette. Frozen food wrapper. Label. © 1Mar56; KK115457.

Chicken pie; no.452 vignette. Open. Frozen food wrapper. Label. © 1Feb56; KK114144.

Chiffon bathroom tissue is facial tissue in rolls. [Color ad; girl in blue dress & head scarf holding jar; angelic figure on shoulder with sheet of yellow tissue] Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117338.

Chiffon bathroom tissue is facial tissue in rolls. [Color ad; girl with lipstick; angelic figure with sheet of green tissue near her mouth] Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117340.

Chiffon bathroom tissue is facial tissue in rolls. [Color ad; girl with nail polish brush; angelic figure nearby with sheet of pink tissue] Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117339.

Chiffon bathroom tissue is facial tissue in rolls. [Girl holding eyebrow pencil; angelic figure with sheet of pink tissue near her face] Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117337.

Color stimulates happy, hearty appetites. Serv-U napkin dispensers. Sheet. © Crown Zellerbach Corp.; 1Apr56; KK115380.

CreZon plywood for boats. Sheet. © 1Mar56; KK115153.

CreZon plywood for siding. Sheet. © 1Mar56; KK115154.

CreZon plywood for signs. Sheet. © 1Mar56; KK115152.

Cut wax beans; no.226 vignette. Net wt. 10 oz. Frozen food wrapper. Label. © 1May56; KK116267.

Cut wax beans; no.326 vignette. Net wt. 10 oz. Frozen food wrapper. Label. © 1May56; KK116268.

Cut wax beans; no.526 vignette. Frozen food wrapper. Label. © 1Jan56; KK113175.

Dinner steak; no.451 vignette. Frozen food wrapper. Label. © 1Apr56; KK115914.

The easier way to a well-groomed washroom, the No Waste way. Toilet tissue. Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117391.

The easier way to win sales and influence profits. No Waste toilet tissue. Sheet. © Crown Zellerbach Corp.; 1Apr56; KK115819.

Fish fillets; no.448 vignette. Frozen food wrapper. Label. © 1Mar56; KK114779.

Fish stick; no.409 vignette. Frozen food wrapper. Label. © 1Feb56; KK113955.

For plywood boat hulls that stay painted, CreZon plywood. Sheet. © Crown Zellerbach Corp.; 1Apr56; KK116100.

Impress customers, too, the easier way, the Manu-Towl way. Paper towels. Sheet. © Crown Zellerbach Corp.; 1Jun56; KK116924.

Integrated production from forest to factory gives added quality to Crown potato bags. Sheet. © Crown Zellerbach Corp.; 1Apr56; KK115821.

Keep the ladies happy, the easier way; The Manu-Towl way; the No Waste way. Paper towels & toilet tissue. Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117392.

Litter-Bug news. The campaign is on. Paper bags. 4 p. © 1Mar56; KK115151.

M-m-m-m, thanks. National, specially treated, windshield towels. Sheet. © Crown Zellerbach Corp.; 1Mar56; KK115501.

New, softer, Silk tissue. 650 sheets. Label. © Crown Zellerbach Corp.; 1Jan56; KK113812.

New Zee towels in flattering colors. Sheet. © Crown Zellerbach Corp.; 1May56; KK117471.

Now, free bug-removing sponges. National, specially treated, windshield towels. Sheet. © Crown Zellerbach Corp.; 1Mar56; KK115500.

Packaging problems??? Solve them with Crown Poly Paper. Sheet. © Crown Zellerbach Corp; 1May56; KK116609.

Peek-a-boo. National, specially treated, windshield towels. Sheet. © Crown Zellerbach Corp.; 1Mar56; KK115499.

Peeled and deveined shrimp; no.545 vignette. Frozen food wrapper. Label. © 1Mar56; KK115458.

Peeled and deveined shrimp; no.557 vignette. Net wt. 8 oz. Frozen food wrapper. Label. © 1Apr56; KK115918.

Sergeant Sticky says: For protection, tape your cartons with Flash-Tite. Gummed tape. Sheet. © Crown Zellerbach Corp.; 1May56; KK116738.

Sergeant Sticky says: Special glue formula puts bite into Flash-Tite. Gummed tape. Sheet. © Crown Zellerbach Corp.; 1May56; KK116555.

Sergeant Sticky says: Talking tape gets attention. Flash-Tite, gummed tape. Sheet. © Crown Zellerbach Corp.; 1Apr56; KK116175.

CROWN ZELLERBACH CORP. © Cont'd.

Sergeant Sticky says, This case is closed and stays closed with Flash-Tite. Gummed tape. Sheet. © Crown Zellerbach Corp.; 1May56; KK116417.

A sign that refuses to say, I'm dead. CreZon plywood signs. Sheet. © Crown Zellerbach Corp.; 1Apr56; KK116216.

There's something so dainty about Zee colors in bathroom tissue, towels, napkins. Sheet. © Crown Zellerbach Corp.; 1May56; KK117332.

There's something so elegant about Zee colors in towels, napkins, bathroom tissue. Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117333.

There's something so enchanting about Zee colors in napkins, towels, bathroom tissue. Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117336.

There's something so inviting about Zee colors. For example, Zee napkins in color ... [Woman in playclothes, holding green napkin & tea cup] Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117342.

There's something so inviting about Zee colors in napkins, towels, bathroom tissue. Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117334.

There's something so radiant about Zee colors. Brighten your bathroom with Zee colors in soft tissue. Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117341.

There's something so radiant about Zee colors in bathroom tissue, towels, napkins. Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117335.

Try the easier way to greater sales, the Manu-Towl way. Paper towels. Sheet. © Crown Zellerbach Corp.; 1Apr56; KK115820.

U. S. no.1 selected potatoes. Paper bags. Label. © C. Z. Corp., accepted alternative designation of Crown Zellerbach Corp.; 1Feb56; KK117658.

Whole kernel golden corn; no.219 vignette. Frozen food wrapper. Label. © 1May56; KK117200.

CRYSTAL TISSUE CO. ©

Crystal E-Z-Cut, continuous gift wrap roll, with exclusive built-in metal cutter and dispenser. 26 inches X 30 feet. Label. Appl. author: John J. M. Larson. © 10May56; KK116615.

CUDAHY (PATRICK) CO. ©

I prefer, you'll prefer, new presliced vacuum packed luncheon meats. (In The Milwaukee journal, May 9, 1956, section 3, p.10) Appl. author: Joan Wilke. © 9May56; KK116682.

CUDAHY BROS. CO. ©

New Patrick Cudahy, pre-sliced, vacuum-packed luncheon meats, 3 to 1 choice of famous Milwaukee chefs. (In The Milwaukee journal, May 2, 1956, pt.4, p.14) Appl. author: Joan Wilke. © 2May56; KK116681.

CULLIGAN, INC. ©

Culligan, the greatest name in water conditioning. Folder. Appl. author: Alex T. Franz. © 29Dec55; KK113114.

CURCIO, ANDREW. ©

Willie Warmheart. Fuel oil. Folder. © 1Mar56; KK115360.

D

DALLAS EXTERMINATING CO. ©

Dexkil, fly spray. Contents gal. Label. Appl. author: Clell W. Smith. © 23Apr56; KK116207.

Dexkil, rat and mouse bait contains Warfarin. Contents 1 pound 4 ounces. Label. Appl. author: Clell W. Smith. © 23Apr56; KK116205.

Dexkil, roach powder for roaches - water bugs. Contents 1 pound. Label. Appl. author: Clell W. Smith. © 23Apr56; KK116206.

DALLAS IRON & WIRE WORKS, INC. ©

Pre-Kut ornamental iron railing dual purpose display. Sheet. Appl. author: Leighton Garland Dotson. © 25May56; KK117196.

Sign of the home of distinction. Ornametal welded columns. Sheet. Appl. author: Leighton Garland Dotson. © 18Jan56; KK113333.

D'AMBROSI, JASPER & GEORGE G. CABLE, owners of J. C. GIBSON CO. SEE Gibson (J. C.) Co.

DANA PERFUMES, INC. ©

A romance in every bottle; Ambush, the tender trap. (In Holiday, Apr. 1956, p.9) Appl. author: The Martin Co., Advertising. © 20Mar56; KK115802.

DANBURY RUBBER CO., INC. ©

Danbury rubber tile floors. Cushioned beauty for your home. Folder. Appl. author: John E. Ryan. © 8Sep55; KK114598.

Danbury rubber tile for your floor. Lifetime floors of beauty and comfort. Label. Appl. author: John E. Ryan. © 8Sep55; KK114599.

DAPRATO STATUARY CO.

Daprato art bulletin. Folder. Appl. author: Paul Rigali. © Daprato Statuary Co., parent firm of Daprato Studios.

No.
252. © 1Jan56; KK113380.
253. © 1Feb56; KK114636.
254. © 1Apr56; KK115804.
255. © 1May56; KK116724.

DAPRATO STUDIOS. SEE Daprato Statuary Co.

DARE PRODUCTS, INC. ©

Dare shear pins for all outboard motors. Sheet. Appl. author: Robert M. Wilson. © 31May56; KK117414.

DARTELL, NORMAN d.b.a. DARTELL LABORATORIES. SEE Dartell Laboratories.

DARTELL LABORATORIES.

DPS formula 4, Lipotrate, a dietary food supplement. Net contents 120 tablets. Label. © Norman Dartell d.b.a. Dartell Laboratories; 17Apr56; KK116180.

DPS formula 8, Super Darcopherol, a dietary food supplement. Net contents 30 tablets. Label. © Norman Dartell d.b.a. Dartell Laboratories; 20Apr56; KK116179.

DPS formula 30, Satin-Gel, a hydrophyllic, bulk-increasing aid to natural elimination ... Net contents 180 tablets. [Carton] Label. © Norman Dartell d.b.a. Dartell Laboratories; 21Sep55; KK114373.

DPS formula 30, Satin-Gel, a hydrophyllic, bulk-increasing aid to natural elimination ... Net contents 180 tablets. [Inside] label. © Norman Dartell d.b.a. Dartell Laboratories; 1Sep55; KK114376.

DPS formula 31, Hydrolax, an activated, hydrophyllic, bulk forming laxative. A combination of water-retaining, lubricating ... Net contents 180 tablets. Label. © Norman Dartell d.b.a. Dartell Laboratories; 1Sep55; KK114375.

Hydrolax, an activated hydrophyllic, bulk-forming laxative. The active ingredients of Hydrolax assist gastro-intestinal elimination ... Net contents 180 tablets. Label. © Norman Dartell d.b.a. Dartell Laboratories; 21Sep55; KK114374.

Super Darcopherol, a dietary food supplement ... Formula 8. Contents 30 tablets. Label. © Norman Dartell d.b.a. Dartell Laboratories; 30Jun55; KK114377.

DAVID (JANET) MIAMI.

Janet David Miami. Handbags. Label. © Cooper-Merritt Corp. d.b.a. Janet David Miami; 16Apr56; KK117017.

DAVIS (H. E.) SHOE CO. ©

Genuine Goodyear welt, Royal shoes, fit for a king. Label. Appl. author: M. B. Claff & Sons, Inc. © 13Dec55; KK115311.

DAVIS (R. B.) CO. ©

Cocomalt, chocolate malted drink. Make your own soda fountain special. Net wt. 2 5/8 oz. Label. © 15Nov55; KK113831.

Cocomalt, chocolate malted drink. Makes real chocolate malted for pennies a glass. One pound net. Label. © 16Dec55; KK113830.

DAY-BRITE LIGHTING, INC. ©

Day-Brite ceiling system F, flange troffers for use with acoustical ceilings ... Section 20, sheet F. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 20Apr56; KK116077.

Day-Brite ceiling system G, grid troffers for use with acoustical ceilings ... Section 20, sheet G. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 20Apr56; KK116078.

Day-Brite ceiling system L, hook-on troffers for use with acoustical ceilings ... Section 20, sheet L. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 20Apr56; KK116079.

Day-Brite ceiling system M, snap-in troffers for use with metal pan acoustical ceilings ... Section 20, sheet M. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 20Apr56; KK116091.

Day-Brite ceiling system P, flange troffers for use with suspended plaster ceilings. Section 20, sheet P. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 20Apr56; KK116090.

Day-Brite ceiling system R, hook-on troffers for use with acoustical ceilings ... Section 20, sheet R. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 20Apr56; KK116089.

Day-Brite RS-240-TT for two 4-foot Rapid-Start lamps. Section 30, sheet 19. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 22Feb56; KK114459.

Day-Brite 12-inch wide all-white parabolic troffers. Section 20, sheet 5-A. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 20Apr56; KK116087.

Day-Brite 12-inch wide Alzak Paralouver troffers. Section 20, sheet 1-A. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 20Apr56; KK116088.

Day-Brite 12-inch wide curved Controlens troffers. Section 20, sheet 38-A. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 20Apr56; KK116084.

Day-Brite 12-inch wide egg-crate louvered troffers. Section 20, sheet 10-A. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 20Apr56; KK116086.

Day-Brite 12-inch wide low-brightness Controlens troffers. Section 20, sheet 30-A. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 20Apr56; KK116085.

Day-Brite 12-inch wide plastic Cleartex troffers. Section 20, sheet 40-A. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 20Apr56; KK116083.

Day-Brite 24-inch wide egg-crate louvered Mobilex. Section 20, sheet 60-A. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 20Apr56; KK116082.

Day-Brite 24-inch wide glass enclosed Mobilex. Section 20, sheet 70-A. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 20Apr56; KK116080.

Day-Brite 24-inch wide plastic enclosed Mobilex. Section 20, sheet 90-A. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 20Apr56; KK116081.

Day-Brite Velvalume luminous plastic indirect fixtures for 4 and 8-foot high-output rapid-start lamps. Section 10, sheet 50. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 22Feb56; KK114458.

DAYTON RUBBER CO. ©

The amazing pillow you sleep on, not in. Dayton Koolfoam Air-Conditioned pillows. (In Life, June 4, 1956, p.106) Appl. author: Norman D. Waters & Associates, Inc. © 4Jun56; KK117019.

It's a great world. Goodbye lost sleep, hello Koolfoam. Air-Conditioned pillows. (In Life, May 21, 1956, p.89) Appl. author: Norman D. Waters & Associates, Inc. © 21May56; KK116753.

Kirby gives you newest hose invention, for sanitary cleaning, the modern, easy way. Dayton Dayflex vacuum cleaner hose. (In House beautiful, June 1956, p.166) Appl. author: Norman D. Waters & Associates, Inc. © 22May56; KK116562.

Laboratory research proves why: You wake up more refreshed when you sleep on Koolfoam. Dayton Koolfoam Air-Conditioned pillows. (In Life, May 7, 1956, p.70) Appl. author: Norman D. Waters & Associates, Inc. © 7May56; KK116347.

New miracle pillow puts rest into sleep, nothing else like it. Koolfoam Air-Conditioned pillows. (In Life, Apr. 23, 1956, p.189) Appl. author: Norman D. Waters & Associates, Inc. © 23Apr56; KK116039.

No vacuum cleaner is better than its hose. Dayton Dayflex vacuum cleaner hose. (In Good housekeeping, Feb. 1956, p.191) Appl. author: Norman D. Waters & Associates, Inc. © 25Jan56; KK113351.

Now get more comfort, more sleep from any mattress, old or new. Koolfoam slumber pads. (In Good housekeeping, July 1956, p.23) Appl. author: Norman D. Waters & Associates, Inc. © 21Jun56; KK117379.

Ready now, new flexible synthetic foam offers new industrial opportunities, Dayton Poly-Koolfoam. Pillows. (In Business week, June 16, 1956, p.75) Appl. author: Norman D. Waters & Associates, Inc. © 16Jun56; KK117451.

Rexair chooses the new hose that puts a smile into your cleaning. Dayflex, vacuum cleaner hose. (In Guide for the bride (House beautiful), summer 1956, p.30) Appl. author: Norman D. Waters & Associates, Inc. © 15Apr56; KK115682.

Scientific facts reveal: There's no pillow like foam, no foam like Koolfoam. (In Life, Apr. 9, 1956, p.4) Appl. author: Norman D. Waters & Associates, Inc. © 9Apr56; KK115514.

There's nothing like Dayflex, the vacuum hose that clinches the sale. (In Electrical merchandising, Jan. 1956, p.155) Appl. author: Norman D. Waters & Associates, Inc. © 1Jan56; KK113609.

Tip to the bride: No vacuum cleaner is better than its hose. Dayton Dayflex. (In Bride-to-be, spring 1956, p.38) Appl. author: Norman D. Waters & Associates, Inc. © 15Jan56; KK113608.

DAZOR MANUFACTURING CORP. ©

Dazor floating magnifier with fluorescent lighting. Form 821. Folder. © 13Jan56; KK113350.

DEAN, JAMES A. ©

Used auto parts locating service. Sheet. © 8Mar56; KK115313.

DEAN BROS. PUMPS, INC. ©

Standard centrifugal process pumps for industrial, refinery and general service. Circular no.184. 11 p. Appl. author: Saas & Sogard, Inc. © 6Feb56; KK114119.

Type GS standard centrifugal pumps. Circular no.190. 6 p. Appl. author: Saas & Sogard, Inc. © 8Feb56; KK114118.

DEARBORN STOVE CO. ©

Feature for feature, the new 1954, Dearborn deluxe room air conditioner gives you more for your money. (In Better homes & gardens, May 1954, p.232) Appl. author: Roger & Smith Advertising Agency. © 10Apr54; KK113032.

DEBOW & CO. d.b.a. HILLCREST FARMS. SEE Hillcrest Farms.

DEEP ROOT FERTILIZERS, INC. ©

Deep Root fertilizer. Net wt. 80 lbs. Label. Appl. author: Standart & O'Hern Advertising Agency. © 15Nov55; KK115109.

DEEPFREEZE HOME APPLIANCES. ©

Announcing the new 1955 Deepfreeze freezers, specially designed for the farm home. (In Progressive farmer, Feb. 1955) © Deepfreeze Home Appliances, solely owned by Motor Products Corp., Deepfreeze Appliance Division; 28Feb55; KK116376.

Deepfreeze does more for you. Home refrigerators, freezers ... (In Electrical dealer, Dec. 1955, p.19) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 6Dec55; KK113264.

DE LONG HOOK & EYE DIVISION, SCOVILL MANUFACTURING CO. SEE Scovill Manufacturing Co.

DE MATTIS, THOMAS L., sole owner, CONSUMERS' EXCHANGE. SEE Consumers' Exchange.

DESIGN ENTERPRISES. ©

A brand new surprise package, bonny baby kit. Sheet. Appl. author: Oscar Schreyer. © 15Feb56; KK114918.

Makes bath-time, fun-time, Wash-A-Babe, floating toy & soap dish. Card. Appl. author: Oscar Schreyer. © 26Mar56; KK115876.

Near-n-Dear nurse mate. No.316, lamb; no.317, duck; no.315, deer. Bonnytex bottle holders. Sheet. Appl. author: Oscar Schreyer. © 15Feb56; KK114885.

A nursery necessity, Feed-A-Babe, 3-in-1 bottle holder, heat retainer and snap-on-bib ... Bonnytex Company, Inc. Sheet. Appl. author: Michael Graboi. © 1May56; KK116627.

3 in 1 Hug-A-Pal: bottle bouncer, bottle holder, cuddly toy. Hug-A-Bear, no.166; Hug-A-Pup, no.165. Sheet. Appl. author: Michael Graboi. © 15Feb56; KK114884.

DE SOTO DIVISION, CHRYSLER CORP. SEE Chrysler Corp.

DETROIT STEEL.

How close-to-gauge do you want your DSC strip? (In Detroit purchasor, June 1956, p.15) Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Jun56; KK117448.

Interested in May-June delivery on DSC strip or flat CR spring steel? (In Detroit purchasor, May 1956, p.32) Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10May56; KK116659.

Proof of the steel is in its performance. (In Detroit purchasor, Jan. 1956, p.10) Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Jan56; KK113418.

The proof of the steel is in its performance. DSC welded wire fabric puts a steel backbone in reinforced concrete. (In Detroit purchasor, Mar. 1956, p.25)

DETROIT STEEL. Cont'd.
Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Mar56; KK114901.

The proof of the steel is in its performance, for example, the case of DSC strip. (In Detroit purchasor, Apr. 1956, p.36) Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Apr56; KK115875.

The proof of the steel is in its performance: How DSC strip splits .001's to hold close tolerances for precision bearing makers. (In Detroit purchasor, June 1956, p.13) Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Jun56; KK117449.

The proof of the steel is in its performance. When all is said and done. (In Detroit purchasor, Feb. 1956, p.7) Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Feb56; KK114138.

DIAL, JOHN L. d.b.a. DIALCO. SEE Dialco.

DIALCO.
Doodle. Pegwill brand wieners. Sheet. © John L. Dial d.b.a. Dialco; 20Dec55; KK113319.

DIAMOND ALKALI CO. ©
Check these trouble spots for better solvent recovery. Diamond Perchlorethylene. (In The National cleaner & dyer, Oct. 1955, p.119) © 1Oct55; KK113287.

DISNEY (WALT) PRODUCTIONS. ©
Mickey Mouse Club note paper. No. 3731:49. 24 sheets; 24 envelopes. Label. © 28Nov55; KK113423.

DISNEYLAND, INC. ©
Disneyland note paper. No.3731:49. 24 sheets; 24 envelopes. Label. © 28Nov55; KK113424.

DITZLER COLOR DIVISION, PITTSBURGH PLATE GLASS CO. SEE Pittsburgh Plate Glass Co.

DIXIE CUP CO. ©
Dixie Cups filled with ice cream; 4. Multi-carton (sleeve) Label. © 22Nov55; KK113161.

To whet America's appetite for packaged foods took some very special recipes ... Why the world's best cottage cheese went uneaten. (In Time, Feb. 27, 1956, p.69) Appl. author: Hicks & Greist, Inc. © 22Feb56; KK116374.

Today modern hospitals can pamper even the fussiest patients ... The impatient patient in room 203 finally smiled. (In Time, Mar. 26, 1956, p.13) Appl. author: Hicks & Greist, Inc. © 21Mar56; KK116373.

Today sports fans everywhere can enjoy a foamy, cool one ... The beer that didn't lose its head at the ball game. (In Time, Apr. 23, 1956, p.127) Appl. author: Hicks & Greist, Inc. © 18Apr56; KK116354.

DOANE AGRICULTURAL SERVICE, INC. ©
Doane-Designed farm buildings. (Doane-Designed pop-up building) Poleframe. Display folder. Appl. author: Robert Richard Rowe. © 19Jan56; KK113651.

DOG HOUSE, INC. ©
Over 8 different ways to put on the dog. Frankfurter sandwiches. Label. Appl. author: Ross A. Marino. © 15Dec55; KK113744.

DOMESTIC SEWING MACHINE CO., INC. ©
Win this wonderful new American made Domestic sewing machine, just count the cash. Sheet. Appl. author: Christian A. Lange. © 14Dec55; KK113223.

DONAHUE SALES CORP. ©
4 great zipper teaching aids free. Talon. Appl. author: McCann Erickson, Inc. © 15Jan56; KK113518.

DONRAY PRODUCTS.
E-Z Wordfinder. How to assemble; how to use. Game device. Sheet. © Raymond A. Rinaldi, proprietor, Donray Products; 21May56; KK116870.

DOUG-BOAT CO.
Runabout; nos.1 & 2. 2 cards. © Douglas W. Barnes d.b.a. Doug-Boat Co.; 16Jan56; KK117000.

DOUGLAS FIR PLYWOOD ASSN. ©
Boat equipment locker. Folder. Appl. author: Alan Liddle. © 12Jan56 (in notice: 1955); KK113603.

18' day cruiser, designed by Edwin Monk. Fir plywood fleet, plan no.60. Folder. © 14Dec55; KK115053.

11'-3" outboard, designed by Edwin Monk. Fir plywood fleet, plan no. 35. Folder. © 28Dec55; KK115048.

15' outboard, designed by Frank E. Strickland. Fir plywood fleet, plan no.50. Folder. © 14Dec55; KK115051.

Genuine Douglas fir plywood, Ply-Scord, interior type, grade C-D, sheathing. (In The California lumber merchant, May 15, 1956, p.2 of cover) © 15May56; KK117273.

7'-9" pram dinghy, designed by C. P. and E. D. Burgess; plan revisions by Edwin Monk. Fir plywood fleet, plan no.30. Folder. © 28Dec55; KK115047.

Single boat house. Form 55-590. Folder. Appl. author: Walter D. Widmeyer. © 14Feb56; KK115045.

16' runabout, designed by David Beach. Fir plywood fleet, plan no.55. Folder. © 20Dec55; KK115052.

13'-4" outboard, designed by Edwin Monk. Fir plywood fleet, plan no.40. Folder. © 28Dec55; KK115049.

13'-9" punt, designed by Frank E. Strickland. Fir plywood fleet, plan no.45. Folder. © 28Dec55; KK115050.

20' cabin cruiser, designed by David Beach. Fir plywood fleet, plan no.65. Folder. © 20Dec55; KK115054.

Walter ski jump ramp. Form 55-600. Folder. Appl. author: Walter D. Widmeyer. © 21Feb56; KK115046.

DOWIT, H.
Amazing sharpener; at last, the perfect knife sharpener. (In Fur-fish-game magazine, Mar. 1956, p.26) © Harold Dowit; 20Feb56; KK115699.

Catch more fish ... The New-Lure forces fish to strike. (In Fur-fish-game, Apr. 1956, p.31) © Harold Dowit; 20Mar56; KK115985.

DOWNTOWN LOUISVILLE DAYS.
Participant, Downtown Louisville Days. Retail consumer merchandise. Label. Appl. author: Staples Advertising, Inc. © Downtown Louisville Days Committee a.k.a. Downtown Louisville Days; 21Feb56; KK115280.

DOWNTOWN LOUISVILLE DAYS COMMITTEE a.k.a. DOWNTOWN LOUISVILLE DAYS. SEE Downtown Louisville Days.

DOYLE (J. E.) CO. ©
The Doyle patented sheet cleaner assures fast steady running ... Printing press cleaner. Folder. Appl. author: John A. Ashby. © 17Feb56; KK114278.

Increase printing production, improve quality with the Doyle sheet cleaner. Card. Appl. author: John A. Ashby. © 1Mar56; KK114883.

DRAKE (GEORGE E.) BAKING CO. ©
100 °/o whole wheat bread. Net weight 16 oz. Label. Appl. author: R. G. Marsh Studios. © 19Mar56; KK115237.

Tasty Kernel diet bread. Net weight 16 oz. Label. Appl. author: R. G. Marsh Studios. © 12Mar56; KK114880.

White enriched bread. Net weight 16 oz. Label. Appl. author: R. G. Marsh Studios. © 5Mar56; KK114879.

DRI-HEAT FOOD SYSTEM, INC. ©
Dri-Heat Food System, the system that carries on where others leave off. Hospital hot food service. Folder. Appl. author: Seaward S. Lee. © 9May56; KK116811.

DUBL DUTY PAINT PRODUCTS CO., a division of TOBIAS PAINT MANUFACTURING CO. SEE Tobias Paint Manufacturing Co.

DUFF BAKING MIX CORP. ©
Country corn muffin mix. Net wt. 8 oz. Label. Appl. author: Kenneth Fredricks. © 8Aug55; KK113780.

Enriched hot roll mix. Net wt. 14 1/4 oz. Label. Appl. author: Kenneth Fredricks. © 8Aug55; KK113781.

Ginger bread mix. Net wt. 14 oz. Label. Appl. author: Kenneth Fredricks. © 8Aug55; KK113783.

Low calorie cake 'n frosting mixes; chocolate flavored. Net wt. 16 1/2 oz. Label. Appl. author: Kenneth Fredricks. © 8Aug55; KK113778.

Low calorie cake 'n frosting mixes; golden layer cake. Net wt. 16 1/2 oz. Label. Appl. author: Kenneth Fredricks. © 8Aug55; KK113779.

Quick hot muffin mix. Net wt. 8 1/2 oz. Label. Appl. author: Kenneth Fredricks. © 8Aug55; KK113777.

Waffle mix. Net wt. 14 oz. Label. Appl. author: Kenneth Fredricks. © 8Aug55; KK113782.

DUFFY, GEORGE V. d.b.a. SPEEDI-BURN PRODUCTS CO. SEE Speedi-Burn Products Co.

DU MONT (ALLEN B.) LABORATORIES, INC. ©
Add Mega-Voice to your communications system. The Mega-Voice PA kit. Sheet. Appl. author: Paul J. Currier. © Mobile Communications Dept., Allen B. Du Mont Laboratories, Inc.; 28Jan56; KK114558.

Du Mont audio mixing panel, type 5305-A. Bulletin TR-831. Sheet. Appl. author: Frank Newman. © Television Transmitter Dept., Allen B. Du Mont Laboratories, Inc.; 1Mar55; KK113560.

Du Mont color studio scanner equipment. Bulletin TR-888. Camera equipment. Folder. Appl. author: Frank Newman. © Television Transmitter Dept., Allen B. Du Mont Laboratories, Inc.; 8Jun55; KK113533.

Du Mont color video & masker control panel, type 5416-A. Bulletin TR-805. Film reproduction equipment. Sheet. Appl. author: Frank Newman. © Television Transmitter Dept., Allen B. Du Mont Laboratories, Inc.; 25Jan55; KK113545.

Du Mont distribution amplifier, type 5437-A for use with video distribution ... Bulletin TR-825. Sheet. Appl. author: Frank Newman. © Television Transmitter Dept., Allen B. Du Mont Laboratories, Inc.; 1Mar55; KK113559.

Du Mont dynamic engine analyzer. Folder. Appl. author: Seth T. McCormack. © Technical Products Division, Allen B. Du Mont Laboratories, Inc.; 30Oct55; KK113476.

Du Mont mobile communications. Sheet. Appl. author: Frank Newman. © Mobile Communications Dept., Allen B. Du Mont Laboratories, Inc.

Bulletin

MC-232. A completely self-contained ... case mounted control head for use with 25-54 mc and 144-174 mc mobile communications equipment. © 25Feb55; KK113549.

MC-233. Model MCA-902-A/B remote control equipment. © 25Feb55; KK113552.

MC-234. A new, universal test meter, type 5819-A for servicing and tuning mobile communications equipment. © 17Mar55; KK113561.

MC-242. Type 5808-(a) and type 5818-(a) base station receiver for 25-54 MC band. © 25Feb55; KK113541.

MC-245. MCA-150-A utility base station equipment for 25-54 mc operation. © 26Jan55; KK113558.

MC-246. MCA-350-A utility base station equipment for 144-174 MC operation. © 26Jan55; KK113539.

MC-255. Type MCA-101-B mobile radio system for 25-54 mc operation. © 11Feb55; KK113544.

MC-256. Type MCA-401-B UHF mobile radio system for 450-470 mc operation. © 26Jan55; KK113563.

MC-292. Type MCA-351-A base station for 144-174 mc operation. © 23May55; KK113551.

MC-312. You can achieve wider range ... with the new model MCA-454-A repeater station (450-470 MC) © 1Aug55; KK113540.

MC-319. 144-174 mc mobile radio model MCA-301-B, MCA-304-B transmitter-receiver system universal 6/12-volt operation. © 21Jun55; KK113554.

MC-324. Type 5856-(a); type 5857-(a) base station receiver for 144-174 MC band. © 31Oct55; KK113536.

MC-325. With the new Du Mont model MCA-103-A, 25-54 mc, model MCA-303-A, 144-174 mc ... all industries can utilize LPI communications. © 1Aug55; KK113555.

MC-348. A listening post ... the model MCA-153-A (25-54 mc) and model MCA-353-A (144-174 mc) monitor-receiver. © 10Nov55; KK113556.

MC-354. Extend your operations ... with the MCA-152-A 250 watt base station. © 1Oct55; KK113535.

MC-361. Extend your operations in the 144-174 MC band with the MCA-352-A 250 watt base station. © 31Oct55; KK113537.

MC-366. MCA-150-B utility base station equipment for 25-54 mc operation. © 10Nov55; KK113550.

MC-369. Low-cost, compact transmitter/receiver for 144-174 mc operation. Appl. author: Paul Currier. © 18Jan56; KK114560.

MC-408. Type MCA-401-B, type MCA-402-B UHF mobile radio system for 450-470 mc operation. Appl. author: Frank Newman. © 18Jan56; KK114561.

MC-409. Type MCA-450-A/B, type MCA-451-A/B base station for 450-470 mc operation. Appl. author: Frank Newman. © 18Jan56; KK114557.

MC-410. MCA-350-B utility base station equipment for 144-174 mc operation. Appl. author: Frank Newman. © 30Dec55; KK114559.

Du Mont mobile Vitascan camera equipment. TR-894. Folder. Appl. author: Frank Newman. © Television Transmitter Dept., Allen B. Du Mont Laboratories, Inc.; 30Jun55; KK113557.

Du Mont RF waveform monitor, type 5034-B, channels 2-13. Bulletin TR-839. Transmitter equipment. Sheet. Appl. author: Frank Newman. © Television Transmitter Dept., Allen B. Du Mont Laboratories, Inc.; 20May55; KK113553.

Du Mont series 18000-20 KW television transmitter, channels 7-13. Bulletin TR-886. Folder. Appl. author: Frank Newman. © Television Transmitter Dept., Allen B. Du Mont Laboratories, Inc.; 16Jun55; KK113547.

Du Mont series 19000-100 KW television transmitter, channels 7-13. Bulletin TR-887. Folder. Appl. author: Frank Newman. © Television Transmitter Dept., Allen B. Du Mont Laboratories, Inc.; 16Jun55; KK113546.

Du Mont series 100-50 watt television transmitter, channels 2-6; series 200-50 watt television transmitter, channels 7-13. Bulletin TR-884. Sheet. Appl. author: Frank Newman. © Television Transmitter Dept., Allen B. Du Mont Laboratories, Inc.; 26May55; KK113534.

Du Mont series 17000-10 KW television transmitter, channels 2-6. Bulletin TR-885. Folder. Appl. author: Frank Newman. © Television Transmitter Dept., Allen B. Du Mont Laboratories, Inc.; 16Jun55; KK113548.

Du Mont sync switching unit, type 5240-C. TR-844. Video control equipment. Sheet. Appl. author: Frank Newman. © Television Transmitter Dept., Allen B. Du Mont Laboratories, Inc.; 29Mar55; KK113562.

Du Mont television console section, type AS70 C; television console end bell set, type AS70 EB. Accessory equipment. Bulletin TR-811. Sheet. Appl. author: Frank Newman. © Television Transmitter Dept., Allen B. Du Mont Laboratories, Inc.; 11Feb55; KK113542.

Du Mont 12" monitor equipment, type TA-154-A. Bulletin TR-838. Sheet. Appl. author: Frank Newman. © Television Transmitter Dept., Allen B. Du Mont Laboratories, Inc.; 20Apr55; KK113538.

Du Mont video switch unit, type 5304-A. Bulletin TR-812. Sheet. Appl. author: Frank Newman. © Television Transmitter Dept., Allen B. Du Mont Laboratories, Inc.; 11Feb55; KK113543.

TV's greatest color buy. Du Mont color. pac. Folder. Appl. author: Frank Newman. © 23Apr56; KK116823.

DUNAWAY (JUDSON) CORP. SEE Judson Dunaway Corp.

DUNCAN (RUSSELL) & SONS. ©

Hardy, certified seed grains grown in the cold triangle. The seed we offer you. Mail folder. Appl. author: Russell Duncan. © 15Dec55; KK115075.

DUNCAN COFFEE CO. ©

The freshest taste in coffee and at a savings, too. Admiration. (In The Houston chronicle, Feb. 14, 1956, section C, p.7) Appl. author: Tracy-Locke Co., Inc. © 14Feb56; KK115103.

$1.00 reward. Maryland Club coffee. (In The New Mexican, May 8, 1956, p.10) Appl. author: Tracy-Locke Co., Inc. © 8May56; KK116570.

There's a secret to making good coffee. Duncan's Maryland Club. (In The Houston post, Houston, Tex., Feb. 2, 1956, section 2, p.4) Appl. author: Tracy-Locke Co., Inc. © 2Feb56; KK113877.

DU PONT DE NEMOURS (E. I.) & CO., INC. ©

An opportunity for added candy profit in super markets with holiday promotions. 15 p. Appl. author: Duane B. Roach. © 7Oct55; KK113631.

Selling slants. Du Pont Zerone, Zerex antifreeze. Folder. Mar. 1956. Appl. author: John S. Swajeski. © 1Mar56; KK115736.

DURO-TEST CORP. ©

De luxe Daylite, the brilliant daylight lamp with superior color rendition, by Duro-Test. Fluorescent tube. Sheet. Appl. author: Roland W. Tiemann. © 24Feb56; KK115363.

A dress is a dress, is a dress. Super Delux 45 fluorescent tubes. Folder. Appl. author: Roland W. Tiemann. © 10Feb56; KK116776.

Duro-Test Economaster industrials. Models 383 & 555. Fluorescent tubes. Sheet. Appl. author: Roland W. Tiemann. © 1Nov55; KK113497.

Duro-Test mercury vapor combination. Model 557. Lamp & ballast. Sheet. Appl. author: Roland W. Tiemann. © 1Nov55; KK113496.

Duro-Test Plasticliner fixtures. Models 382 & 554. Fluorescent tubes. Sheet. Appl. author: Roland W. Tiemann. © 1Nov55; KK113498.

Duro-Test proudly announces an entirely new light source, Fluomeric. Lamps. Folder. Appl. author: Roland W. Tiemann. © 6Apr56; KK116775.

Duro-Test Thinliner strip units. Models 384 & 556. Fluorescent tubes. Sheet. Appl. author: Roland W. Tiemann. © 1Nov55; KK113495.

DURO-TEST CORP. © Cont'd.

Duro-Test 2500 hour de luxe indirect spotlite. Sheet. Appl. author: Roland W. Tiemann. © 1Mar56; KK115364.

Duro-Test 200 watt extra duty, Durex reflector, the lamp that has everything. Sheet. Appl. author: Roland W. Tiemann. © 13Apr56; KK116774.

Duro-Test V-Beam. [Endorsed by] Ralph O. Hatch. Filaments for incandescent lamps. (In Municipal signal engineer, Nov.-Dec. 1955, p.62) Appl. author: Roland W. Tiemann. © 1Dec55; KK113494.

Duro-Test V-Beam. [Endorsed by] Ralph O. Hatch. Traffic lamp. (In The American city, Mar. 1956, p.102) Appl. author: Roland W. Tiemann. © 17Feb56 (in notice: 1955); KK115365.

Vision's best with Duro-Test V-Beam. Incandescent bulbs. Appl. author: Roland W. Tiemann. © 13Jan56; KK116777.

Weather-proof Duro-Test Par-38, spotlite-floodlite. Sheet. Appl. author: Roland W. Tiemann. © 21Nov55; KK113499.

What will Duro-Test lamps do for you? Appl. author: Roland W. Tiemann. © 20Jan56; KK116778.

DUTCH-AFRO IMPORT GARDENS. ©

Yours free on this amazing offer, the fabulous Christmas rose. Mailing envelope with 5 pieces. © 22Aug55; KK114641.

DUTCH CHEF KITCHEN.

The original Dutch Chef home made baked pork and beans. 1 lb. 2 oz. Label. © Adolphus S. Ford d.b.a. Dutch Chef Kitchen; 14Jan56; KK103900.

DUVERNOY-WESTCHESTER CORP. ©

Mann Brot, authentic formula, sour rye. Net wt. 3 lbs. 13 1/4 ozs. Bread. Label. © 14Nov55; KK113097.

DYER, LEE.

All aboard for better buys at Dyer's. SEE Hatke, Roy.

All roads lead to better buys at Dyer's Food Center. SEE Hatke, Roy.

For he's a jolly, good fellow. SEE Hatke, Roy.

DYER (O. M.) SALES CO.

Again, for the third year to purchasers of brand new 1956, fully guaranteed automobiles at 15 °/o discount. (In Mail sale advertiser, Feb. 1956, p.2) © O. M. Dyer Sales Co., solely owned by Otto McWhorter Dyer, Sr.; 23Jan56; KK115091.

Free, a new automobile yearly. (In Mail sale advertiser, Apr. 1956) © O. M. Dyer Sales Co., solely owned by Otto McWhorter Dyer, Sr.; 23Mar56; KK115610.

DYER, OTTO MCWHORTER, SR., sole owner, O. M. DYER SALES CO. SEE Dyer (O. M.) Sales Co.

E

EARLY SETTLER CO. ©

An Early Settler, 1955. Lanier Clothiers. Card. Appl. author: J. H. O'Toole d.b.a. Early Settler Co. © 20Nov55; KK113294.

EARLY TIMES DISTILLERY CO. ©

All star standout, that's Early Times, the bourbon with the best recommendation any whisky ever had. (In San Francisco call bulletin, Apr. 17, 1956, p.32) Appl. author: Ruthrauff & Ryan, Inc. © 17Apr56; KK117316.

All star standout, that's Early Times, the bourbon with the best recommendation any whisky ever had. Hospitality headquarters, your friendly tavern. (In Birmingham news, May 3, 1956, p.32) Appl. author: Ruthrauff & Ryan, Inc. © 3May56; KK117319.

At Mardi Gras have better times with Early Times. [Jester reaching toward bottle; filled glass] (In Times picayune, New Orleans, Feb. 11, 1956, p.18) Appl. author: Ruthrauff & Ryan, Inc. © 11Feb56; KK116065.

Bartenders win $1,000 United States savings bond. (In Beverage retailer, Jan. 16, 1956, p.2) Appl. author: Ruthrauff & Ryan. © 16Jan56; KK113894.

Before you do your holiday buying, here's what every man should know about whisky. (In Indianapolis star, Nov. 10, 1955, p.31) Appl. author: Ruthrauff & Ryan, Inc. © 10Nov55; KK113492.

Best for your enjoyment. [Bottle; pine needles] (In Portland, Or. journal, Nov. 8, 1955, sports section, p.3) Appl. author: Ruthrauff & Ryan, Inc. © 8Nov55; KK113493.

Best for your enjoyment. [Carton & bottle] (In Oregonian, Portland, Or., Nov. 5, 1955, sports section, p.2) Appl. author: Ruthrauff & Ryan, Inc. © 5Nov55; KK113490.

The best recommendation a whisky can have. [Two men with bottle, talking] (In Birmingham post herald, Mar. 2, 1956, p.14) Appl. author: Ruthrauff & Ryan, Inc. © 2Mar56; KK116061.

Best to give, best to serve, best for your enjoyment. [B & W ad; hand holding carton; Early Times being poured into glass; 2 men drinking; hand with glass] (In Louisville times, Dec. 9, 1955, p.35) Appl. author: Ruthrauff & Ryan, Inc. © 9Dec55; KK113832.

Best to give, best to serve, best for your enjoyment. [Color ad; hand holding carton; Early Times being poured into glass; 2 men drinking; glass in hand] (In The Commercial appeal, Memphis, Dec. 7, 1955, p.42) Appl. author: Ruthrauff & Ryan, Inc. © 7Dec55; KK113833.

Best to give, best to serve, best for your enjoyment. [Pine needles; carton; bottle; hand with glass] (In Houston post, Dec. 3, 1955, section 2, p.2) Appl. author: Ruthrauff & Ryan, Inc. © 3Dec55; KK113835.

Best to serve, best for your enjoyment. [Bottle pouring into glass; 2 men drinking; hand holding highball] (In Birmingham news post herald, Dec. 29, 1955, p.11) Appl. author: Ruthrauff & Ryan. © 29Dec55; KK113933.

Best to serve, best for your enjoyment. (In Call bulletin, Dec. 28, 1955, p.26) Appl. author: Ruthrauff & Ryan, Inc. © 28Dec55; KK113487.

Conclusive proof of Early Times superiority. [2 men in black; 1 holding bottle] (In The Montgomery advertiser, Jan. 13, 1956, p.4C) Appl. author: Ruthrauff & Ryan. © 13Jan56; KK113893.

Early Times, Kentucky straight bourbon whisky. [Picture of bottle] (In Fayetteville observer, Fayetteville, N. C., Nov. 16, 1955, section 2, p.2) Appl. author: Ruthrauff & Ryan, Inc. © 16Nov55; KK113944.

Early Times, the whisky that made Kentucky whiskies famous, every ounce a man's whisky. (In 1955 Corrado's liquor handbook, Jan. 1, 1955, p.59) Appl. author: Ruthrauff & Ryan, Inc. © 1Jan55; KK113692.

Every ounce a man's whisky. (In Cleveland arena, Oct. 21, 1955, p.14) Appl. author: Ruthrauff & Ryan, Inc. © 1Oct55; KK113298.

Fast horses and slow whisky, that's Kentucky where Early Times has made bourbon history. (In Life, Mar. 15, 1956, p.132) Appl. author: Ruthrauff & Ryan, Inc. © 15Mar56; KK116120.

Here's conclusive proof of Early Times superiority. [Two men looking at label on bottle] (In Seattle daily times, Jan. 25, 1956, p.22) Appl. author: Ruthrauff & Ryan, Inc. © 25Jan56; KK116063.

How a case of Early Times solves your holiday problems. (In Life, Dec. 12, 1955, p.22) Appl. author: Ruthrauff & Ryan. © 12Dec55; KK113932.

Kentucky offers conclusive proof of Early Times superiority. (In Los Angeles herald express, Jan. 19, 1956, p.D-9) Appl. author: Ruthrauff & Ryan, Inc. © 19Jan56; KK116062.

More Kentuckians choose Early Times than any other straight. (In Monopoly state review, Sept. 1, 1955, p.3 of cover) Appl. author: Ruthrauff & Ryan, Inc. © 1Sep55; KK113934.

Newspapers, stacker, window counter card, booklet, pennant. Early Times baseball promotion. (In Liquor store, Apr. 1956, p.2 of cover) Appl. author: Ruthrauff & Ryan, Inc. © 1Apr56; KK116121.

$1,000 United States savings bond, grand first prize, can be yours. (In Massachusetts beverage journal, Jan. 1956, p.37) Appl. author: Ruthrauff & Ryan. © 1Jan56; KK113890.

Reach for the brand that brings them back. [B & W] (In Ohio tavern news, Dec. 8, 1955, p.20) Appl. author: Ruthrauff & Ryan, Inc. © 8Dec55; KK113834.

Reach for the brand that brings them back. [Color ad] (In Southern beverage journal, Dec. 1955, p.4 of cover) Appl. author: Ruthrauff & Ryan, Inc. © 1Dec55; KK113836.

The Sugar Bowl. Toast this year's winner with the best recommended bourbon in America. (In New Orleans item, Dec. 29, 1955, p.22) Appl. author: Ruthrauff & Ryan. © 29Dec55; KK113889.

Take the word of whisky-wise Kentuckians. Kentuckians themselves choose Early Times ... (In The Monopoly state review, Oct. 1, 1955, p.31) Appl. author: Ruthrauff & Ryan, Inc. © 1Oct55; KK113585.

To the man who has many friends, buy Early Times, buy the case, solve 12 gift problems. (In The Louisville times, Nov. 22, 1955, p.29) Appl. author: Ruthrauff & Ryan. © 22Nov55; KK113936.

What every man should know about whisky. (In Albany herald, Albany, Ga., Nov. 3, 1955, sports section, p.2B) Appl. author: Ruthrauff & Ryan, Inc. © 3Nov55; KK113485.

When the bluegrass turns to white, do as Kentuckians do, give Early Times ... (In Life, Nov. 28, 1955, p.68) Appl. author: Ruthrauff & Ryan. © 28Nov55; KK113931.

When the day's battles are over, home to Early Times. (In Life, Jan. 16, 1956, p.76) Appl. author: Ruthrauff & Ryan. © 16Jan56; KK113945.

EASI-BILD PATTERN CO., INC. ©
No.587 wise owl markers. Label. Appl. author: Donald R. Brann. © 30May55; KK113187.

No.592 outdoor Christmas card. Label. Appl. author: Donald R. Brann. © 12Jul55; KK113186.

No.596 packaway Cape Cod doll house. Label. Appl. author: Donald R. Brann. © 24Aug55; KK113185.

EASTERN INDUSTRIES, INC. ©
Electro-Matic Master traffic system computer & selector. Folder. © 13Feb56; KK114095.

EASTERN SEABOARD PLASTICS, INC. ©
Any way you look at it --. The Floridian, deflatable sun hat. Display card. Appl. author: Walter Binderman. © 21Feb56; KK115028.

EBCO MANUFACTURING CO. ©
Announcing the dazzling new Constellation series, by Oasis. Water coolers. Sheet. © 11Jan56; KK114111.

Hot 'n Cold beverage center cuts coffee-break time 50 °/o. Water cooler. Sheet. © 11Jan56; KK114110.

Light years ahead, the star-studded Constellation series, by Oasis. Water coolers. Ad no.10-176. Sheet. © 11Jan56; KK114109.

Light years ahead, the star-studded Constellation series, by Oasis. Water coolers. Ad no.10-207. Sheet. © 11Jan56; KK114112.

ECONOMICS LABORATORY, INC. ©
Soilax. Net wt. 4 1/2 pounds. Household cleaner. Label. © 2Feb46; KK113248.

EDDALE CORP. ©
Home Court basketball. [Endorsed by] Charley Eckman. Game. Label. Appl. author: Edwin C. Liedtke. © 19Dec55; KK113054.

EDMONT MANUFACTURING CO. ©
It's like a miracle. Keep your hands cool in hot water, an important secret of hand beauty. Girl Friday, by Edmont, the insulated glove ... (In Charleston daily mail, Mar. 21, 1956, p.20) Appl. author: Maurice Mullay. © 21Mar56; KK116309.

Would you have believed it possible? Stop boiling your pretty hands. Girl Friday, by Edmont, the insulated glove ... (In Charleston daily mail, Apr. 4, 1956, p.2) Appl. author: Maurice Mullay. © 4Apr56; KK116308.

EDUCATIONAL SERVICE DEPT., BRISTOL-MYERS CO. SEE Bristol-Myers Co.

EISENEGGER, J. A. ©
Handy Dandy, do it yourself, suicide kit. Toy. Label. © 27Dec55; KK113299.

EKCO PRODUCTS CO. ©
Do your Christmas shopping here. Flint de luxe stainless tableware set. Easy does it, perfectly with Flint gifts. No.5549. (In This week magazine, Oct. 16, 1955, p.4) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 16Oct55; KK115373.

Do your Christmas shopping here. Flint egg beater. Easy does it, perfectly with Flint gifts. No. 5551. (In Parade, Oct. 2, 1955, p.6) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 2Oct55; KK115372.

Do your Christmas shopping here. Flint holdster set; four knives ... Easy does it, perfectly with Flint gifts. No.5550. (In This week magazine, Nov. 13, 1955, p.34) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 16Oct55; KK115374.

Do your Christmas shopping here. Flint kitchen tools. Easy does it, perfectly with Flint gifts. No.5552. (In Parade, Oct. 30, 1955, p.6) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 30Oct55; KK115371.

ELCO TOOL & SCREW CORP. ©
Elco aids for home and office. Folder. Appl. author: Walter Gustaf Larson.
Issue no.
1. © 31Jan56; KK113786.
2. © 24Feb56; KK114565.
3. © 21Mar56; KK115323.
4. © 16Apr56; KK115790.
5. © 23May56; KK116984.
6. © 19Jun56; KK117671.

ELECTROLUX CORP. ©
Now, Electrolux protection, for your child's indoor playground, as little as $5.00 per month. Vacuum cleaner. (In Parents' magazine, Jan. 1956, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Dec55; KK116361.

Wonderful to give, wonderful to get, the Christmas gift that makes life easier for years. Electrolux vacuum cleaner. (In Ladies' home journal, Dec. 1955, p.32) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Nov55; KK113039.

World's lightest-weight heavy-duty cleaner. Electrolux vacuum. (In Good housekeeping, Oct. 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Sep55; KK113040.

World's lightest-weight, heavy-duty cleaner. It's the new Electrolux ... Vacuum. (In Good housekeeping, Mar. 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Feb56; KK117157.

ELFMAN'S SHOE STORE. ©
How can we sell better shoes for less? Mail folder. Appl. author: Fred I. Louis. © 12Aug55; KK113314.

ELLANGEE PRODUCTS CO., INC. ©
Sayda. (Fulafrute and/or Sayda) Edible bakery supplies. Label. Appl. author: Advertising Techniques. © 1Feb56; KK114069.

ELLSWORTH (ELMER) & SON.
Convertipearl, convertible cultured pearl youth necklaces. Folder. Appl. author: Elmer W. Ellsworth. © Convertipearl Necklace Co., wholly owned subsidiary of Elmer Ellsworth & Son; 10Dec55; KK113122.

ELOWE, N.
Hair and scalp preparation for men and women. Net cont. 8 fl. ozs. Label. © Nat Elowe; 15Feb56; KK115286.

EMERY FOOD CO. ©
Silver-Dale, quick frozen, cut, green beans. Net weight 10 ounces. Label. © 23Feb56; KK114874.

Silver-Dale, quick frozen, french style, green beans. Net weight 10 ounces. Label. © 23Feb56; KK114875.

Silver-Dale, quick frozen, whole kernel corn. Net weight 10 ounces. Label. © 14Feb56; KK114920.

EMPIRE PENCIL CO., division of HASSENFELD BROS., INC. SEE Hassenfeld Bros., Inc.

ENGLANDER CO., INC. ©
Annual Englander sleepstakes. Mattresses. (In Life, Jan. 9, 1956, p.37) Appl. author: Leo Burnett. © 9Jan56; KK113402.

ERICKSON ENTERPRISES. ©
Year 'round protection and lasting beauty, Ventaire custom built aluminum awnings, for porches, patios and windows. (In The Detroit news, Apr. 8, 1956, section G, p.1G) Appl. author: Earl J. Erickson. © 8Apr56; KK116859.

ESHELMAN (JOHN W.) & SONS. ©
New from John W. Eshelman & Sons Red Rose pre-mix. Farm feeds. Pamphlet. Appl. author: Van Sant, Dugdale & Co., Inc. © 11May56; KK116648.

ESKIMO PIE CORP. ©
Eskimo toasted almond bar, delicious coated ice cream. Contents 3 fluid ounces. Label. Appl. author: Charles Martin. © 20Jan56; KK113701.

New, delicious Eskimo frozen foods. Folder. Appl. author: Charles Martin. © 1Feb56; KK115095.

ESQUIRE CO. ©
Wheel Seel, for sealing leaks at rivets and seam welds where tubeless tires are used. 1/4 pint. Label. Appl. author: Gilbert Squire. © 5Apr56 (in notice: 1955); KK116642.

ESSO, INC. ©
Esso research works wonders with oil. Oil and the atom, a new research team. (In The Hartford courant, Nov. 13, 1955, pt.4, p.11) Appl. author: McCann Erickson, Inc. © 13Nov55; KK113362.

ESTERBROOK PEN CO. ©
Always ready to write, writes for months without refilling. Try one for 30 days. (In Time, Mar. 12, 1956, p.124) Appl. author: Robert Farnham, Jr. © 7Mar56; KK117326.

Always ready to write, writes for months without refilling. Try one on your own desk for 30 days. (In Time, Jan. 9, 1956, p.72) Appl. author: Robert Farnham, Jr. © 4Jan56; KK117328.

Faster, clearer, easier notes with this Gregg-approved pen and point. No.1555. (In Today's secretary, Mar. 1956, p.4 of cover) Appl. author: Robert Farnham, Jr. © 25Feb56; KK117133.

ESTERBROOK PEN CO. © Cont'd.

Give the thoughtful gift with the personal touch. Esterbrook pens, more than 30 different points, one just right for every writing style. (In Life, Dec. 12, 1955) Appl. author: John D. Wooster. © 9Dec55; KK117134.

Only you and Esterbrook can make this gift so personal. (In The Saturday evening post, Nov. 19, 1955, p.88) Appl. author: John D. Wooster. © 17Nov55; KK116318.

The pen that fills itself, Esterbrook. Always ready to write. [Three models] (In Time, Feb. 13, 1956, p.46) Appl. author: Robert Farnham, Jr. © 8Feb56; KK117327.

The pen that fills itself, Esterbrook, always ready to write. (In Time, May 7, 1956, p.20) Appl. author: Robert Farnham, Jr. © 3May56; KK116896.

Petite-Pak, now, the brightest, prettiest, gayest purse pen and pencil set ever. (Petite purse set) (In Glamour, Dec. 1955, p.14) Appl. author: John D. Wooster. © 22Nov55; KK116548.

Time to start hinting for an Esterbrook pen, choose the right point, for the way you write, by number. (In Senior scholastic, Dec. 1, 1955, p.37) Appl. author: John D. Wooster. © 29Nov55; KK116403.

To make your writing look better to you and to others, too ... Just thread the point of your choice into the barrel. [Pen with disconnected point] (In Senior scholastic, Mar. 15, 1956, p.37) Appl. author: Robert Farnham, Jr. © 13Mar56; KK116404.

To make your writing look better to you and to others, too, choose the right point, for the way you write, by number. (In The Saturday evening post, Feb. 18, 1956, p.12) Appl. author: Robert Farnham. © 14Feb56; KK116550.

To make your writing look better to you and to others, too, thread the point of your choice into the barrel ... [Pen point between fingers; barrel separated] (In Senior scholastic, Feb. 16, 1956, p.40) Appl. author: John D. Wooster. © 15Feb56; KK116405.

EUTECTIC WELDING ALLOYS CORP. ©

Aleaciones Para Soldar Eutectic a Baja Temperatura. Label.

Xyron 2-25, CA-CC. Punta azulada. © 25Apr56 (in notice: 1955); KK116112.

Eutectic Low Temperature Welding Alloys. Label.

AluTin, no.51, for torch and soldering iron, available in 2 and 5 lb. spools. © 16Feb56; KK114251.

Eutec ChamferTrode, DC straight. Red tip. © 28Feb56; KK114531.

Eutec-CopWeld 813, for torch. © 16Feb56; KK114266.

Eutec Hand-Omatic, no.1, AC-DC. Red tip. © 16Feb56; KK114254.

Eutec-HandOmatic, no.2, AC-DC. Orange tip. © 28Feb56; KK114516.

Eutec instant hardner, no.75, for torch. © 28Feb56; KK114514.

Eutec-Instant overlay KR-6900, for torch. © 16Feb56; KK114253.

Eutec-SilWeld 1618, for torch. © 28Feb56; KK114529.

Eutec-StainRod A, for torch. Purple tip. © 28Dec55; KK112991.

Eutec-StainTrode A, AC-DC. Gray tip. © 28Dec55; KK112997.

Eutec StainTrode A-MO, AC-DC. Black tip. © 27Jan56; KK113667.

Eutec StainTrode B, AC-DC. © 16Feb56; KK114273.

Eutec StainTrode B-MO, AC-DC. Violet tip. © 16Feb56; KK114257.

Eutec StainTrode C, AC-DC. Tan tip. © 16Feb56; KK114255.

Eutec-StainTrode D, AC-DC. Maroon tip. © 28Dec55; KK112990.

Eutec-TinWeld. © 8Mar56; KK114786.

Eutec Tinweld I, regular. © 16Feb56; KK114271.

Eutec-TinWeld I, standard. © 8Mar56; KK114785.

Eutec TinWeld II, lead free. © 16Feb56; KK114265.

Eutec-TinWeld II, lead free. © 3Apr56; KK115436.

Eutec TinWeld III, neutral. © 16Feb56; KK114270.

Eutec-TinWeld III, neutral. © 3Apr56; KK115435.

Eutec TinWeld IV, refrigeration. © 16Feb56; KK114242.

EutecRod 5 AH, for torch. Maroon tip. © 28Feb56; KK114527.

EutecRod 5-HSS, for torch. Dark green tip. © 29Mar56; KK115335.

EutecRod no.5-OH, for torch. Dark blue tip. © 22May56; KK117217.

EutecRod 5 WH, for torch. Yellow tip. © 16Feb56; KK114269.

EutecRod 11, for torch. Lt. green tip. © 16Feb56; KK114248.

EutecRod 13, for torch. Pink tip. © 16Feb56; KK114258.

EutecRod 16, for torch. Blue tip. © 28Dec55; KK112995.

EutecRod 18, for torch. Red tip. © 28Dec55; KK112994.

EutecRod 18 FC, flux coated, for torch. Yellow flux coating. © 28Dec55; KK112993.

EutecRod 19, for torch. Tan tip. © 16Feb56; KK114243.

EutecRod 20FC, flux coated for torch. Brown flux coating. © 16Feb56; KK114259.

EutecRod 21, for torch. Lt. blue tip. © 27Jan56; KK113664.

EutecRod 88, for torch. © 25Apr56; KK116113.

EutecRod 146, for torch. Black tip. © 16Feb56; KK114247.

EutecRod 151, for torch. Red tip. © 28Feb56; KK114511.

EutecRod 151-B, for torch. Lt. green tip. © 28Feb56; KK114512.

EutecRod 153, for torch. Black tip. © 28Feb56; KK114515.

EutecRod 155, for torch. © 16Feb56; KK114256.

EutecRod 180, for torch. Yellow tip. © 16Feb56; KK114261.

EutecRod 184FC, flux coated, for torch. Lt. grey flux coating. © 16Feb56; KK114272.

EutecRod 185, for torch. Pink tip. © 16Feb56; KK114250.

EutecRod 186, for torch. Brown tip. © 27Jan56; KK113663.

EutecRod 186 F.C., flux coated, for torch. White flux coating. © 22May56; KK117204.

EutecRod 189, for torch or carbon arc. White tip. © 28Feb56; KK114517.

EutecRod 196, for torch. Violet tip. © 16Feb56; KK114264.

EutecRod 210, for torch. Dark blue tip. © 20Dec55; KK113666.

EutecRod 210 F. C., flux coated, for torch. Dark blue tip. © 27Jan56; KK113665.

EutecRod 800, for torch. Dark blue tip. © 16Feb56; KK114268.

EutecRod 1400, for torch. Primary: peach tip; secondary: yellow tip. © 28Feb56; KK114524.

EutecRod 1600, for torch. Brown tip. © 28Dec55; KK112999.

EutecRod 1601, for torch. Yellow tip. © 28Dec55; KK112998.

EutecRod 1602, for torch. Tan tip. © 28Feb56; KK114526.

EutecRod 1700, for torch. Ivory tip. © 16Feb56; KK114260.

EutecRod 1800, for torch. Black tip. © 28Dec55; KK112992.

EutecRod 1801, for torch. Lt. blue tip. © 28Dec55; KK113202.

EutecRod 1801, special for torch. Gold tip. © 16Feb56; KK114244.

EutecRod 1807, for torch. Maroon tip. © 28Feb56; KK114513.

EutecTrode 2, AC-DC. Black tip. © 16Feb56; KK114245.

EutecTrode 2B, AC-DC. White tip. © 28Feb56; KK114510.

EutecTrode 4, AC-DC. Light blue tip. © 16Feb56; KK114249.

EutecTrode 6-HSS, AC-DC. Dark green tip. © 16Feb56; KK114263.

EutecTrode 6-OH, AC-DC. Dark blue tip. © 28Feb56; KK114523.

EutecTrode 6 SH, AC-DC. Light green tip. © 16Feb56; KK114252.

EutecTrode 6 WH, AC-DC. Brown tip. © 16Feb56; KK114267.

EutecTrode 24-X, AC-DC. Primary: red tip; secondary: blue tip. © 28Feb56; KK114518.

EutecTrode 61, AC-DC. Orange tip. © 16Feb56; KK114246.

EutecTrode 130, AC-DC. Pink tip. © 28Dec55; KK113000.

EutecTrode no.286, DC. Canary tip. © 28Feb56; KK114522.

EutecTrode 2000, DC. Peach tip. © 28Feb56; KK114520.

EutecTrode 2001, DC. Maroon tip. © 28Dec55; KK112996.

EutecTrode 2009, DC. Silver tip. © 28Feb56; KK114521.

EutecTrode 2100, DC reverse and for torch. Dk. blue tip. © 28Feb56; KK114530.

EuteCushion Shim I, for torch or furnace. © 28Feb56; KK114525.

EuteCushion Shim II, for torch or furnace. © 28Feb56; KK114528.

Flotectic black no.1, for torch. Black tip. © 25Apr56; KK116111.

New EutecTrode 2101, DC reverse. Orange tip. © 28Feb56; KK114519.

S-AL 3 FED, for torch. Lt. green tip. © 22May56; KK117214.

S-C20 FED, for torch. Orange tip. © 22May56; KK117215.

S-C25 FC FED, flux coated, for torch. Dk. green tip. © 22May56; KK117209.

S-C25 FED, for torch. Dk. green tip. © 22May56; KK117208.

S-69 FED, AC-DC. Purple tip. © 22May56; KK117205.

S-80. Dk. gray tip. © 10Nov55; KK113201.

S-81 FC FED, flux coated, for torch. Purple tip. © 22May56; KK117210.

S-81 FED, for torch. Purple tip. © 22May56; KK117211.

S-160 FED, for torch. © 22May56; KK117207.

S-240-N FED, AC-DC. Dk. blue tip. © 22May56; KK117206.

S-250 FED, AC-DC. Lt. grey tip. © 22May56; KK117213.

S-347 FED, AC-DC. Orange tip. © 22May56; KK117212.

S-801 FED, for torch. Brown tip. © 22May56; KK117216.

ThermoTrode, DC straight. Dk. grey tip. © 16Feb56; KK114262.

EVANS & BRISEBOIS. ©
Ad-maker furniture advertising and promotion service. Appl. author: Leslie A. Brisebois.
June 1955. © 1Jun55; KK113329.
July 1955. © 1Jul55; KK113332.
Aug. 1955. © 1Aug55; KK115203.
Sept. 1955. © 1Sep55; KK115202.
Oct. 1955. © 1Oct55; KK115201.

Continental furniture advertising service. Appl. author: Leslie A. Brisebois.
June 1955. © 1Jun55; KK113327.
July 1955. © 1Jul55; KK113328.
Aug. 1955. © 1Aug55; KK115733.
Sept. 1955. © 1Sep55; KK115197.
Oct. 1955. © 1Oct55; KK115196.

E and B furniture service. Appl. author: Leslie A. Brisebois.
June 1955. © 1Jun55; KK113325.
July 1955. © 1Jul55; KK113326.
Aug. 1955. © 1Aug55; KK115195.
Sept. 1955. © 1Sep55; KK115194.
Oct. 1955. © 1Oct55; KK115193.

For two exciting days -- gives you 2 for the money. Ad promotion no. 100 & 100A. Aug. 1955. Home furnishings. Sheets. Appl. author: Leslie A. Brisebois. © 15Aug55; KK113324.

The new Chainway advertising mat service for furniture stores. Appl. author: Leslie A. Brisebois.
June 1955. © 1Jun55; KK113330.
July 1955. © 1Jul55; KK113331.
Aug. 1955. © 1Aug55; KK115198.
Sept. 1955. © 1Sep55; KK115200.
Oct. 1955. © 1Oct55; KK115199.

Sale of home outfits. Ad promotion nos. 200 & 200A. 14 sheets. Appl. author: Leslie A. Brisebois. © 15Feb56; KK117203.

EVANS PRODUCTS CO. ©
Evans Colson presents for 1956, a complete new line of V8 bicycles and colorama velocipedes. Folder. Appl. author: J. Walter Thompson Co. © 5Mar56; KK115156.

EVER-TITE COUPLING CO., INC. ©
New hose swivels with Ever-Tite precision will not pull apart. Sheet. Appl. author: Freiwald & Coleman. © 16Jan56; KK113395.

EVERKLEEN PRODUCTS, INC. ©
EverKleen upholstery and rug cleaner. Large economy size makes 12 gallons. Net weight 46 ounces. Label. © 9Apr55; KK113275.

EVIS MANUFACTURING CO. ©
Big news, Evis changes water for good. Water conditioners. (In American home, Mar. 1954, p.121) Appl. author: Eugene W. Shafer. © 17Mar54 (in notice: 1953); KK115390.

EXECUTONE, INC. ©
Better patient care; Executone hospital communication systems. Pamphlet. © 18Jun56; KK117702.

F

FCA SERVICE DIVISION, HODES-DANIEL CO., INC. SEE Hodes-Daniel Co., Inc.

FABER-CASTELL (A. W.) PENCIL CO., INC. ©
Our exclusive colored, color-grade, degree markings on pencils. Sheet. © 23Nov55; KK113447.

FAGEOL (R. D.) CO. ©
For modern, low cost traffic control use Flasher safety lights. Sheet. Appl. author: Robert S. Lee. © 15Jul55; KK113742.

FAIRMONT RAILWAY MOTORS, INC. ©
Fairmont A6, series F, heavy duty gang car. Bulletin 704A. 4 p. Appl. author: R. B. Evans. © 23May56; KK116868.

Fairmont A8 series B heavy duty gang car. Bulletin 701A. 4 p. Appl. author: R. B. Evans. © 2Apr56; KK115482.

Fairmont A30, series B, hyway-railway motor car. Bulletin 733. 2 p. Appl. author: R. B. Evans. © 4Jun56; KK117257.

Fairmont W88 series B tie brush. Bulletin 717. 2 p. Appl. author: R. B. Evans. © 26Mar56; KK115441.

FALSTAFF BREWING CORP. ©
Now, relax. Falstaff, America's premium quality beer. Job no.58950. Poster. Appl. author: Paul Gioni. © 1Jan56; KK112123.

When you're having fun and you're really thirsty, beer-thirsty, this is the one. America's premium quality beer. (In Life, Feb. 20, 1956, p.122) Appl. author: Paul Gioni. © 20Feb56; KK114455.

FARRELL, TONI.
Jentzen electronic talking unit. SEE Jentzen, George Henry.

FASWEET CO.
Fasweet concentrated sweetener, a saccharin solution. Contents 4 fluid ounces. Label. © Lucian L. Spellings d.b.a. Fasweet Co.; 20Jan56; KK113855.

FEBCO, INC. ©
Hydro-Logics. Lawn sprinklers & vacuum breakers. Mail folder. Appl. author: Edwin Reinecke. Jan. 1956. © 20Jan56; KK115107.

FEELY MANUFACTURING CO.
The best news ever ... Dr. Feely's Brush Cap nail polish remover. Sheet. © Gerhard Vogler d.b.a. Feely Manufacturing Co.; 2Mar56; KK116072.

FELDAN BROS., INC. ©
Streamliner socks, guaranteed America's best work sock. By Industrial Litho. Co., Inc. Label. © 12Jan55; KK113987.

FERGUSON DIVISION, MASSEY-HARRIS-FERGUSON, INC. SEE Massey-Harris-Ferguson, Inc.

FERTILENE CORP. OF AMERICA. ©
How to make more money from your farm. Fertilene liquid fertilizer. (In Pennsylvania farmer, Jan. 14, 1956, p.85) Appl. author: Edwin J. Frank. © 14Jan56 (in notice: 1955); KK114053.

FIBER RESEARCH CORP. ©
Model 1000 EFFI fiber grader. Sheet. © 20Mar56; KK115349.

FIBERGLASS & CHEMICAL SERVICES, INC. ©
Fiberchem. Label. Appl. authors: Donald W. Leuthold & Bruce E. McCann. © 25Mar56; KK115635.

FIBREBOARD PRODUCTS, INC. ©
Anderson approved dairy, chocolate ice cream. One pint. Design no. 450-2. Paperboard containers. Label. Appl. author: James C. Wood. © 16Jan56; KK115396.

Anderson approved dairy ice cream. One pint. Design no.450-1. Paperboard containers. Label. Appl. author: James C. Wood. © 16Jan56; KK115397.

FIELD (MARSHALL) & CO. SEE Marshall Field & Co.

FIELD CONTROL DIVISION OF H. D. CONKEY & CO. SEE Conkey (H. D.) & Co.

FILENE'S STORES. ©
Exclusive with Filene's Guardian shoes, guardian of your child's foot health. G 139 AB. Shoe boxes. Label. Appl. author: Hoague-Sprague Corp. © 20Jan56; KK113708.

FILTER PRODUCTS DIVISION, JOHNSON & JOHNSON. SEE Johnson & Johnson, Chicago.

FINNEY CO. ©
Introducing the new Geomatic TV antennas, by Finco, with exclusive fidelity phasing. (In Radio-electronics, Sept. 1955, p.125) © 15Aug55; KK113725.

FIRESTONE INDUSTRIAL PRODUCTS.
Half asleep, fast asleep, the difference is in the new form-fitted mattress of Firestone Foamex, a full six inches deep. (In Life, Mar. 19, 1956, p.57) © Firestone Industrial Products Co.; 19Mar56; KK115243.

FIRESTONE TIRE & RUBBER CO. ©
Announcing safety-tensioned gum-dipping. (In The Saturday evening post, Jan. 22, 1955, p.54-55) © 19Jan55; KK115527.

Announcing the brand new Firestone Deep Tread, ground grip tractor tire. (In The Progressive farmer, May 1954, p.16) © 1May54; KK113886.

Before you buy, compare with the Firestone Deep Tread. Tractor tires. (In The Progressive farmer, Mar. 1955, p.24) © 1Mar55; KK115244.

For more fun and less work, get these high quality products, now on sale at Firestone. Outboard motors, inflatable swimming pools ... (In Life, May 3, 1954, p.72-73) © 3May54; KK113887.

Get all these extra features at no extra cost: Blowout protection, puncture protection, skid protection, with new Firestone deluxe Champion tubeless tires. (In Capper's farmer, June 1955, p.21) © 1Jun55; KK116649.

Get your tire facts from the driver's seat. Firestone Champions. (In Country gentleman, Sept. 1954, p.62) © 1Sep54; KK115734.

Here is weight-saving, money-saving news for truck owners, the new, Firestone tubeless truck tire and one-piece rim ... (In Time, Oct. 10, 1955, p.18-19) © 10Oct55; KK116356.

FIRESTONE TIRE & RUBBER CO. © Cont'd.

The inside story of the new tubeless tires that are standard equipment on the 1955 cars. (In The Saturday evening post, Jan. 29, 1955, p.44-45) © 29Jan55; KK115246.

The new Firestone tubeless truck tire and one-piece rim has been adopted as standard equipment by all leading truck manufacturers for 1956 models. (In Time, Sept. 12, 1955, p.20-21) © 12Sep55; KK116355.

Now, at sensational new, low prices, all new Firestone standard tires. (In Town journal, May 1954, p.17) © 1May54; KK113149.

Now you can buy the famous Firestone Transport B-112, heavy duty truck tire for only 19.95 plus tax. (In The Progressive farmer, Aug. 1955, p.20) © 1Aug55; KK117666.

Pulls better, lasts longer, the Firestone Deep Tread. Tractor tires. (In The Progressive farmer, Apr. 1955, p.24) © 1Apr55; KK115245.

Save money and get more work done with new Firestone Deep Tread tractor tires. (In The Progressive farmer, Feb. 1955, p.18) © 1Feb55; KK115738.

The tubeless tire - plus. The new tubeless tires that are standard equipment on the new 1955 cars provide wholly new concepts ... (In The Saturday evening post, Apr. 16, 1955, p.66-67) © 13Apr55; KK116294.

You get all the horsepower your tractor can deliver with Firestone Champions. (In Farm journal, Mar. 1954, p.57) © 1Mar54; KK113881.

You get up to 20 °/o longer wear at no extra cost with Firestone tractor tires. (In Farm journal, Jan. 1955, p.33) © 1Jan55 (in notice: 1954); KK115735.

FIRST NATIONAL CITY BANK OF NEW YORK. ©

Great for going places. Spring-summer, 1956. Travelers checks. Folder. Appl. author: The Albert Woodley Advertising Agency. © 7Mar56; KK116271.

The traveler's friend. Information, foreign exchange table, international times, etc. 23 p. Appl. author: The Albert Woodley Co. © 1Feb56; KK116898.

FIRST SAV-A-BOND STAMP CO. d.b.a. SAV-A-BOND STAMP CO. SEE Sav-A-Bond Stamp Co.

FISCHER BAKING CO. ©

New, Fischer's corn toasties. Corn muffins. (In Newark evening news, Newark, N. J., May 17, 1956, p.9) © 17May56; KK116967.

FISHER FLOURING MILLS CO. ©

Fisher's bring you a brand new product, ALA. Quick-cooking whole wheat. (In Sunset, Jan. 1956, p.74) Appl. author: Trevor Evans. © 25Dec55; KK114203.

Instant cooking, Fisher's Zoom, whole wheat cereal. Net wt. 1 lb. Label. Appl. author: Emma McCormick States. © 13Feb56; KK114201.

Mix 27 [for] waffles, coffee cakes, pancakes. Net wt. 2 lbs. Label. Appl. author: Emma McCormick States. © 13Feb56; KK114202.

FISHLOVE (H.) & CO. ©

Amusing, intriguing, Mystery Dancers with magic mirror. Directions. No.673 Hula Mystery Dancer. Magnetic toy. Label. Appl. author: I. Fishlove. © 2May56; KK116261.

Miss Blue Eyes. (Instructions for a walking, sleeping doll) Label. Appl. author: I. Fishlove. © 29Feb56; KK114581.

My prize trophy. No.671. Box containing an imitation trophy shield with a bra & pantie on. Label. Appl. author: I. Fishlove. © 22Dec55; KK113788.

Mystery dancers electrical display. Instructions. Magnetic toy. Card. Appl. author: I. Fishlove. © 2May56; KK116260.

The $64,000 question? Box containing a picture of a lady saying "Whose?" with a 3-cup bra. Label. Appl. author: I. Fishlove. © 21Dec55; KK113789.

FIUMEDORO, ALI. ©

The dimensional coils for 3D TV. Sheet. © 21Mar56; KK115312.

Necktie hem cleaner. Sheet. © 17Jan56; KK114020.

FLEX-O-TUBE, a division of MERIDAN CORP. SEE Meridan Corp.

FLORIDA CHEMICAL INDUSTRIES, INC. ©

De-Term, termite destroyer and preventative. Net contents one quart. Label. Appl. author: James D. Rebstock. © 13Mar56; KK115869.

FLORIDA CITRUS COMMISSION. ©

Counting calories? Count your vitamins, too. Grapefruit. (In Coloroto magazine (Sunday news), New York, Feb. 5, 1956, p.2) Appl. author: Benton & Bowles, Inc. © 5Feb56; KK115973.

Fight colds with fresh grapefruit. (In The New York times, Feb. 1, 1956, p.10) Appl. author: Benton & Bowles, Inc. © 1Feb56; KK115965.

Fight colds with grapefruit juice. (In The New York times, Feb. 7, 1956, p.23) Appl. author: Benton & Bowles, Inc. © 7Feb56; KK115974.

Keep in trim while you keep slim, enjoy grapefruit juice. (In The Saturday evening post, Mar. 31, 1956, p.106) Appl. author: Benton & Bowles, Inc. © 29Mar56; KK116961.

Now in season, fresh, juicy Florida grapefruit. (In Daily news, New York, Nov. 17, 1955, p.60) Appl. author: Benton & Bowles, Inc. © 17Nov55; KK114502.

Somebody from Fort Wayne must win a free 10-day vacation in Florida for 2, all expenses paid. Grapefruit. (In Journal gazette, Fort Wayne, Apr. 12, 1956, p.38) Appl. author: Benton & Bowles, Inc. © 12Apr56; KK117676.

You can do so much with canned grapefruit sections and they can do so much for you. (In Parade (Fort Wayne journal gazette), May 6, 1956, p.23) Appl. author: Benton & Bowles, Inc. © 6May56; KK117677.

FOAM RUBBER CENTER. ©

Featuring the enduring comfort and beauty of foam rubber. Sofa beds, sleep-two convertibles, chairs. 23 p. Appl. author: Mann-Ellis, Inc. © 1Feb56; KK114168.

FONTANA, JOHN.

Len O Len hair dressing. Dispenser. Label. Appl. author: John Edward Fontana. © John Edward Fontana & Gene Guardian; 1Jun55; KK114179.

FOOD FOR FREEZERS, INC. ©

Blue bear design. Label. Appl. author: Walter M. Miller. © 7May56; KK117122.

FORBES SERTA PRODUCTS. ©

Serta custom built headboards; upholstered in Masland Duran. Display card. Appl. author: Louis Paransky. © 15Mar56; KK116256.

FORD, ADOLPHUS S. d.b.a. DUTCH CHEF KITCHEN. SEE Dutch Chef Kitchen.

FORD MOTOR CO. ©

Bush and Bog disc harrows for Ford tractors. AD-6279. Sheet. © 31Jan56; KK114652.

A car is born, an educational kit for school use. Label. © Ford Motor Co. & Artists & Writers Guild, Inc.; 27Jan56 (in notice: 1955); KK116375.

Cover boards for Ford moldboard plows. AD-6282. Sheet. © 29Dec55; KK113643.

Diagram for dual exhaust system B6A-18225-A; dual exhaust installation instructions. Sheet. © 19Sep55; KK113774.

Ford front mounted planters and attachments. Temporary parts list. Nov. 1955. 36 p. © 13Dec55; KK113749.

Ford industrial Step-On loader for low cost materials handling. AD-6275. Sheet. © 15Mar56; KK116239.

Ford mounted side delivery rake. AD-6326. Folder. © 26Mar56; KK116240.

Ford rear attached drill corn planter. AD-6292. Folder. © 8May56; KK116819.

Ford reversible scoop, saves time, labor, money. Sheet. © 23May56; KK117008.

Ford safety lighting for implements; technical data. Mar. 1956. PA-6380. Ford tractor parts. Folder. © 15Mar56; KK115261.

Ford's full 3-plow tractors. The 800 and 900 series. DXM-6255. Folder. © 10Jan56 (in notice: 1955); KK113605.

Ford's full 2-plow tractors. The 600 and 700 series. DXM-6254. Folder. © 10Jan56 (in notice: 1955); KK113604.

Rear attached post hole digger for Ford tractors and Fordson major diesel tractors. AD-6347. Sheet. © 19Apr56; KK116820.

Standard parts and special hardware. Parts book. Ford tractors. Aug. 1955. 40 p. © 29Jul55; KK113750.

There's more for you ... in Ford's tricycle tractors. (Tricycle tractor equipment) DXM-6308. Folder. © 29Mar56; KK116238.

FOREMOST DAIRIES, INC. d.b.a. GOLDEN STATE CO., LTD. SEE Golden State Co., Ltd.

FOREST LAWN MEMORIAL-PARK ASSN., INC. ©

Easter's radiant tributes. The Forest Lawn flower shop. Folder. Appl. author: Patterson & Simonson. © 13Mar56; KK116098.

Flowers for Thanksgiving. Folder. Appl. author: Harte Coleman Co. © 24Oct55; KK117194.

Mother's Day. Flowers. Folder. Appl. author: Elgin Davis Studios, Inc. © 27Apr56; KK117727.

Now, after long research, the beautiful new Guardian lawn vase has been perfected exclusively for use on Forest Lawn memorials. Mail folder. Appl. author: Elgin Davis Studios, Inc. © 25May56; KK117729.

Once again at Christmas time. Flowers. Folder. Appl. author: Cal-Art Associates Graphic Designers. © 30Nov55; KK117193.

Remember Memorial Day with flowers. Folder. Appl. author: Gould Smith Associates. © 25May56; KK117728.

FORSTMANN WOOLEN CO. ©

Look for this label, it identifies the finest knitwear in the world. [Woman wearing yellow twin] cashmere sweaters. (In Vogue, Dec. 1955, p.32) Appl. author: Monroe F. Dreher, Inc. © 1Dec55; KK115420.

Look for this label, it identifies the finest woolens in the world. Delna in schooner blue is the fabric of the coat illustrated. (In Life, Feb. 27, 1956, p.2 of cover) Appl. author: Monroe F. Dreher. © 27Feb56; KK115419.

Look for this label, it identifies the finest woolens in the world. [Woman wearing hibiscus colored dress & hat] coat of Floria. (In Life, Nov. 21, 1955, p.2 of cover) Appl. author: Monroe F. Dreher, Inc. © 21Nov55; KK115422.

Look for this label, it identifies the finest woolens in the world. [Woman wearing sand piper beige suit & hat] (In Life, Feb. 6, 1956, p.2 of cover) Appl. author: Monroe F. Dreher, Inc. © 6Feb56; KK115421.

FOUGERA (E.) & CO., INC.

Here is your eleventh cardiology desk-aid. Digitaline Nativelle. Pharmaceutical. Mail folder. © Varick Pharmacal Co., Inc., division of E. Fougera & Co.; 25Oct55; KK113587.

Here is your fourteenth cardiology desk-aid. Digitaline Nativelle. Pharmaceutical. Mail folder. © Varick Pharmacal Co., Inc., division of E. Fougera & Co.; 23Apr56; KK117114.

Here is your thirteenth cardiology desk-aid. Digitaline Nativelle. Pharmaceutical. Mail folder. © Varick Pharmacal Co., Inc., division of E. Fougera & Co.; 20Mar56; KK117113.

Here is your twelfth cardiology desk-aid. Digitaline Nativelle. Pharmaceutical. Mail folder. © Varick Pharmacal Co., Inc., division of E. Fougera & Co.; 17Jan56 (in notice: 1955); KK113586.

FRAM CORP. ©

Don't just guess about your oil filter cartridge. Form AH-899. Folder. Appl. author: Lester F. Barnes. © 1Dec55; KK114671.

Fram cartridge checker for 1956 for farm tractors. Form AH-916. 7 p. Appl. author: E. F. Morgan. © 2Dec55; KK114681.

Fram cartridges for all factory equipped cars in one package, the D-10A assortment. Form no. AH-913. Sheet. Appl. author: E. F. Morgan. © 1Dec55 (in notice: 1956); KK114673.

Fram condensed catalog for wholesaler salesmen. Form AH-896. Filters. Folder. Appl. author: E. F. Morgan. © 1Dec55; KK114672.

Fram guards your engine from engine suicide. Form AH-883. Filter cartridges. Folder. Appl. author: Lester F. Barnes. © 1Dec55; KK114670.

Fram 1956 franchise dealer registration. Form AH-881. Filter cartridges. Card. Appl. author: Lester F. Barnes. © 1Dec55; KK114669.

Fram oil, air, fuel, water filters. 1956 catalog. Form FC-56. 63 p. Appl. author: E. F. Morgan. © 1Dec55; KK114680.

Fram oil filter cartridge installation manual. 1956 supplement. Form AH-889. Pamphlet. Appl. author: E. F. Morgan. © 1Dec55; KK114678.

Here's the Fram giant $110,000.00 dealer contest. Form AH-895. Filter cartridges. Folder. Appl. author: Lester F. Barnes. © 1Dec55; KK114677.

Here's why it pays to be a Fram dealer in '56. Form AH-907. Filter cartridges. Folder. Appl. author: Lester F. Barnes. © 1Dec55; KK114674.

Look, four C-4 cartridges free. The Fram D-46 deal. Form no.AH-884. Sheet. Appl. author: Lester F. Barnes. © 30Nov55; KK114675.

1956 Fram cartridge checker and catalog. Form AH-890. Hanger. Appl. author: E. F. Morgan. © 2Dec55; KK114679.

A special message for the family of --. Form AH-886. Filter cartridges. Folder. Appl. author: Lester F. Barnes. © 1Dec55; KK114676.

FRASER, CAMERON, ALFRED J. LACOSTE & CLARENCE P. BUCKINGHAM d.b.a. STRUT-A-WAY PRODUCTS CO. SEE Strut-A-Way Products Co.

FRICK (W. H.) INC. ©

Because quality and functional design pay, they'll be glad you sold them Dispensator. F14 mod-1. Food service equipment. (In Restaurant equipment dealer, June 1956, p.86) © 1Jun56; KK117253.

Because quality and functional design pay, they'll be glad you sold them Dispensator. Mobile food service equipment. (In Restaurant equipment dealer, May 1956, p.74) © 1May56; KK116829.

Dispensator ... in keeping with the present day need to put food service on wheels. Mobile equipment. (In The Restaurant equipment dealer, Apr. 1956, p.157) © 2Apr56; KK116730.

Dispensator roll along tables. Sheet. © 30Jan56; KK114410.

FRIDEN CALCULATING MACHINE CO., INC. ©

Here on Friden Street your kind of business nets more profit. (In Business week, Feb. 11, 1956, p.136) Appl. author: J. Walter Thompson Co. © 10Feb56; KK114790.

What's on Friden Street for you? (In Time, Jan. 9, 1956, p.12-13) Appl. author: J. Walter Thompson Co. © 5Jan56; KK114872.

Why a second address for your business should be Friden Street. (In Business week, May 5, 1956, p.70) Appl. author: J. Walter Thompson Co. © 4May56; KK116561.

You're looking at Friden Street where business makes figures sit up and talk. (In The American Swedish monthly, Mar. 1956, p.7) Appl. author: J. Walter Thompson Co. © 25Feb56; KK114981.

FRIEDEL, CARL M. ©

2 in 1 for extra fun. Ske-Daddle, the game everyone loves. Label. © 5Aug55; KK113787.

FRISHMAN, H. & OLIVER GINTEL forming the partnership FRISHMAN & GINTEL. SEE Frishman & Gintel.

FRISHMAN & GINTEL.

Black Diamond Mink brand, natural mutation mink, available to those few select stores ... (In Women's wear daily, June 7, 1955, section 2, p.13) © Frishman & Gintel, a partnership comprising H. Frishman & Oliver Gintel; 7Jun55; KK115070.

FROMM & SICHEL, INC. ©

Make it Venetian coffee tonight. Recipe. Sheet. © 14Jun56; KK117700.

Make it Venetian coffee tonight made with The Christian Brothers' brandy. Place card. © 15May56; KK117699.

Romance of old Italy, Venetian coffee. Coffee brandy mixture. Card. © 29Mar56; KK115989.

FRUIT PRODUCTS CORP.

Ducky Dubble prize list ... Bucket of Gold contest. Donald Duck says: Save these bags ... Frozen confections. Pamphlet. Appl. author: Murray Morgan. © Fruit Products Corp. (in notice: Fruit Products Corp., Ice Cream Novelties Division); 15Feb56; KK115612.

Ice Cream Novelties sales news. Gifts for you. Folder. Appl. author: Murray Morgan. © Fruit Products Corp. (in notice: Fruit Products Corp., Ice Cream Novelties Division); 29Dec55; KK115611.

FUGITT (J. T.) ENTERPRISES.

Dr. Jekyll and Mr. Hyde, funny face frolic. No.50. Toy. Sheet. Appl. author: Jack T. Fugitt. © Jack T. Fugitt Enterprises; 10Mar55; KK113573.

FUHRMANN & SCHMIDT BREWING CO. ©

Now, premium F & S beer sealed-ageing brings you beer as you like it. Golden grain, masterfully malted. (In Milton evening standard, Dec. 2, 1955, p.10) Appl. author: Robert Farnham, Jr. © 2Dec55; KK116400.

Now premium F & S beer sealed-ageing brings you beer as you like it. Life of the party. (In Milton evening standard, Nov. 22, 1955, p.9) Appl. author: Robert Farnham. © 22Nov55; KK116399.

Now premium F & S beer sealed-ageing brings you beer as you like it. New F & S exclusive. (In Observer, Dec. 12, 1955, p.6) Appl. author: Robert Farnham, Jr. © 12Dec55; KK116549.

Only premium F & S beer sealed-ageing brings you beer as you like it. Before the bird ... (In Milton evening standard, Dec. 9, 1955, p.9) Appl. author: Robert Farnham, Jr. © 9Dec55; KK116501.

Only premium F & S beer sealed-ageing brings you beer as you like it. Enjoyment, fine, golden grain, carefully malted ... (In Milton evening standard, Nov. 18, 1955, p.4) Appl. author: Robert Farnham. © 18Nov55; KK116398.

Only premium F & S beer sealed-ageing brings you beer as you like it. Let's say merry Christmas with F & S beer. (In Mount Carmel item, Dec. 22, 1955, p.11) Appl. author: Robert Farnham, Jr. © 22Dec55; KK116401.

Only premium F & S beer with sealed-ageing brings you beer as you like it. Clean-up, paint-up, fix-up

FUHRMANN & SCHMIDT BREWING CO. © Cont'd.

time is here. (In Milton evening standard, Apr. 20, 1956, p.4) Appl. author: Robert Farnham, Jr. © 20Apr56; KK116402.

FUN-FEATURE CO. ©

Fun-Feature masonry fireplace equipment. Folder. Appl. author: I. M. Spaulding d.b.a. Fun-Feature Co. © 1Nov55; KK114167.

FUND SERVICES, INC. ©

Put a flag in every home ... A wonderful way for your organization to make a lot of money ... Pamphlet. Appl. author: Louis M. Cottin. © 15Sep55; KK113630.

G

G. H. P. CIGAR CO. ©

New, El Producto Fold-A-Pak zips to fit any pocket better. (In Buffalo evening news, May 9, 1956, p.80) Appl. author: Norman, Craig & Kummel, Inc. © 9May56; KK117423.

Sister, you never had it so mild. Bouquet, 2 for 25¢. El Producto. (In The Atlanta journal, Mar. 26, 1956, sports section, p.16) Appl. author: Norman, Craig & Kummel, Inc. © 26Mar56; KK115797.

Sister, you never had it so mild. Extra long Blunt, 2 for 25¢. El Producto. (In The Atlanta journal, Apr. 9, 1956, sports section, p.15) Appl. author: Norman, Craig & Kummel, Inc. © 9Apr56; KK115795.

Sister, you never had it so mild. Give me a cigar-man every time, says the lady. El Producto Varsity Panetela. (In Buffalo evening news, May 23, 1956, p.73) Appl. author: Norman, Craig & Kummel, Inc. © 23May56; KK117421.

Sister, you never had it so mild. Puritanos Finos, 15¢. El Producto. (In The Atlanta constitution, Apr. 5, 1956, sports section, p.12) Appl. author: Norman, Craig & Kummel, Inc. © 5Apr56; KK115796.

Sister, you never had it so mild. That's for sure, says the lady. El Producto Corona. (In Buffalo evening news, May 16, 1956, p.92) Appl. author: Norman, Craig & Kummel, Inc. © 16May56; KK117422.

GABRIEL (SAMUEL) SONS & CO. ©

Famous trains; 100 piece jigsaw puzzle. P218. Label. Appl. author: Chuck Smith. © 8Aug55; KK113672.

J. Fred Muggs' round the world game. T357:300. Label. Appl. author: Si Frankel. © 20Jul55; KK113309.

Magi-Stix, magic building sticks. T401. Label. Appl. author: Angelo Longo. © 20Jul55; KK113015.

Pinky Lee; 4 funny picture puzzles. P150. Label. Appl. author: Gustave Schrotter. © 20Jul55; KK113308.

Pinky Lee 4 TV-picture puzzles. P151. Label. Appl. author: Gustave Schrotter. © 20Jul55; KK113310.

Ramar of the Jungle; 4 picture puzzles. Series 2. P157. Label. Appl. author: Alton S. Tobey. © 20Jul55; KK113306.

Range Rider; 4 picture puzzles. Series 1. P154. Label. Appl. author: Alton S. Tobey. © 20Jul55; KK113307.

Walt Disney character; My first game. T322. Label. Appl. author: Walt Disney Studios. © 12Jul55; KK113304.

Walt Disney's official Davy Crockett rescue race ... T460. Game. Label. Appl. author: Len A. Ranko. © 20Jul55; KK113305.

GABRIEL CO. ©

Make $30 - $40 a day with Gabriel's exclusive shock absorber tester. (In Motor, Feb. 1956, p.12-13) Appl. author: Keeling & Co., Inc. © 15Feb56; KK114317.

Picture of your customer making a fast $15. Shock absorbers. (In Jobber topics, Apr. 1956, p.259) Appl. author: Keeling & Co., Inc. © 1Apr56; KK116503.

GARDEN CITY FAN CO. ©

Design B; multiblade fans. Catalog no.55. Folder, pamphlet & sheets. © 10Jan56; KK114800.

GARMAN, FRANCES, sole proprietor, FRANCES THOMPSON. SEE Thompson, Frances.

GARRY LABORATORIES, INC. ©

Free, let us give your car Garry's 30 second fender test. The years ahead automobile polish. Garry's wax coat. Streamer. Appl. author: James G. Kelly. © 8Jun56; KK117559.

Only at your favorite gas station, free, take your car in for Garry's 30 second fender test. Garry's wax coat. (In Buffalo evening news, June 8, 1956, p.21) Appl. author: James G. Kelly. © 8Jun56; KK117558.

GATES & SONS, INC. ©

Gates concrete forming systems. Folder. Appl. author: Harris Gordon Gates. © 14May56; KK117465.

Gates low wall horizontal panels. Concrete form ties. Sheet. Appl. author: Harris Gordon Gates. © 23Feb56; KK115430.

GAYLORD PRODUCTS, INC. ©

Jane isn't plain anymore. She learned the beauty secrets of the famous Powers models. Bobby pins & hairpins. (In Seventeen, May 1955, p.206) © 1May55; KK113702.

GELATIN-PLUS. SEE Burt, C.

GENERAL BAKING CO. ©

Bond enriched bread; wrapper. Net weight 1 lb. 2 oz. Label. © 6Feb56; KK114296.

GENERAL CHEMICALS, INC. ©

No-Ho number one, emulsifiable chloro IPC weed killer. Label. © 30Dec55; KK115366.

GENERAL CIGAR CO., INC. ©

For a happy Father's Day, Robt. Burns Cigarillos, enjoy it yourself kit. 30. Label. Appl. author: Gordon Salisbury. © 26Apr56; KK116486.

Happy Father's Day. Robt. Burns Panatela de luxe, enjoy it yourself kit. 20 cigars. Label. Appl. author: Gordon Salisbury. © 26Apr56; KK116487.

GENERAL ELECTRIC CO. ©

Dial me for motors; call report and Tel-Eze order form. GEZ-1694. Sheets. © 23May56; KK117275.

My name is Flora Ballast. © 7Feb56 (in notice: 1955); KK116412.

GENERAL FIREPROOFING CO. ©

For a man's other home. Business furniture. (In Time, Jan. 9, 1956, p.38) © 9Jan56; KK116541.

For every office job, there's a Generalaire metal desk that's just right. (In Time, Apr. 9, 1956, p.105) © 9Apr56; KK116540.

GF blends colorful metal furniture with rich wood paneling. (In Time, Sept. 12, 1955, p.84) © 12Sep55; KK116594.

GF partitions installed at a third the cost of permanent walls. (In Business week, Mar. 3, 1956, p.60) © 3Mar56; KK116720.

GF starts a revolution in the drafting room. Draft-A-Matic. Drafting desks. (In Business week, Nov. 5, 1955, p.76-77) © 5Nov55; KK116715.

GF steel shelving solves storage problems in shop or office. (In Business week, Oct. 15, 1955, p.182) © 15Oct55; KK116716.

Generalaire in this and other smart decorator colors. Office desks. (In Time, Nov. 7, 1955, p.115) © 7Nov55; KK116593.

Goodform presents the colorful Comfort Master DeLuxe bringing you the utmost in luxury, finest of seven adjustable chairs. (In Time, Oct. 10, 1955, p.125) © 10Oct55; KK116543.

How to file 48 °/o more payload in the same floor space. Super-Filer. (In Time, Mar. 5, 1956, p.115) © 5Mar56; KK116544.

It's GF metal business furniture for the man who gets what he wants. (In Fortune, Apr. 1956, p.187) © 2Apr56; KK116718.

It's the chair about town, the aluminum Goodform no.4310. (In Business week, Jan. 21, 1956, p.62) © 21Jan56; KK116595.

Mutual of Omaha benefits with Goodform. In a chair Goodform means relaxation. (In Business week, Sept. 17, 1955, p.20) © 17Sep55; KK116592.

Offices tailor-made for every job with GF steel partitions. (In Business week, Dec. 24, 1955, p.65) © 24Dec55; KK116717.

Read what a chief draftsman writes about the new GF Draft-A-Matic desk. (In Business week, Feb. 4, 1956, p.20) © 4Feb56; KK116596.

Super-Filer for faster filing, space saving, rich color. Filing cabinets. (In Business week, Dec. 10, 1955, p.59) © 10Dec55; KK116719.

With Draft-A-Matic, a complete work station in 32 square feet. Drafting desks. (In Business week, Apr. 28, 1956, p.76) © 28Apr56; KK116597.

You work more comfortably in a Goodform aluminum chair. (In Time, Feb. 6, 1956, p.59) © 6Feb56; KK116542.

GENERAL FOODS CORP. ©

And there on the table awaiting his call was a huge bowl of Jell-O ... (In The Saturday evening post, Dec. 17, 1955, p.59) Appl. author: Young & Rubicam, Inc. © 14Dec55; KK114051.

Best news for dogs since cats. New Gaines dog biscuits. (In Albany times union, Sept. 18, 1955, comic section, p.2) Appl. author: Benton & Bowles, Inc. © 18Sep55; KK113819.

Best news for dogs since cats. New Gaines dog biscuits. (In Boston Sunday globe, Aug. 28, 1955, p.18) Appl. author: Benton & Bowles, Inc. © 28Aug55; KK114096.

Best news for dogs since cats. [3 dogs leaping toward box of new Gaines dog biscuits; cat pulling tail of larger dog] (In Sunday news, New York, Feb. 19, 1956, p.36) Appl. author: Benton & Bowles, Inc. © 19Feb56; KK115981.

Best news for dogs since cats. [3 dogs suddenly stopping cat chase upon sight of box of new Gaines dog biscuits] (In Sunday news, New York, Jan. 8, 1956, p.32) Appl. author: Benton & Bowles, Inc. © 8Jan56; KK115982.

Big Bertha, world's fattest woman; Tom Thumb, world's smallest man. Bireley's orange drink. (In Life, June 7, 1955, p.48) Appl. author: Young & Rubicam, Inc. © Bireley's Division, General Foods Corp.; 2Jun54; KK113214.

Birds Eye Bermuda sweepstakes. Frozen foods. (In Everywoman's, Feb. 1956, p.7) Appl. author: Young & Rubicam, Inc. © 27Jan56; KK114857.

Birds Eye Bermuda sweepstakes will sail traffic into your store. Frozen foods. (In Quick frozen foods, Jan. 1956, p.39) Appl. author: Young & Rubicam, Inc. © 3Jan56; KK114046.

Birds Eye Christmas shoppers' specials while they last. Frozen foods. (In The Flint journal, Flint, Mich., Dec. 8, 1955, p.47) Appl. author: Young & Rubicam, Inc. © 8Dec55; KK113211.

Birds Eye freezes flavor all the way down the line. (In Frozen food fact book, Jan. 29, 1956, p.158) Appl. author: Young & Rubicam, Inc. © 29Jan56; KK115771.

Bireley's refreshing and no carbonation. New king size bottle. Skin diver [holding beverage] Outdoor poster. Appl. author: Young & Rubicam, Inc. © Bireley's Division, General Foods Corp.; 1Jun56; KK117367.

Coming your way soon, Birds Eye circus of values. Frozen foods. (In Better living, May 1956, p.11) Appl. author: Young & Rubicam, Inc. © 12Apr56; KK116441.

Cut here, save 10¢ today. Birds Eye frozen food. (In Los Angeles times, Dec. 6, 1955, pt.3, p.2) Appl. author: Young & Rubicam, Inc. © 6Dec55; KK115101.

From the Birds Eye kids to yours: New Lenten fish treat, Stickwiches. Frozen, pre-cooked fish sticks. (In Everywoman's, Mar. 1956, p.51) Appl. author: Young & Rubicam, Inc. © 23Feb56; KK115773.

From the Birds Eye kids to yours: Stickwiches, make 'em with Birds Eye fish sticks ... Frozen foods. (In Better living, Mar. 1956, p.9) Appl. author: Young & Rubicam, Inc. © 16Feb56; KK115772.

Here comes the big one, tie in for top sales; Birds Eye circus of values. Frozen foods. (In Frozen food age, Apr. 1956, p.8) Appl. author: Young & Rubicam, Inc. © 4Apr56; KK116442.

Humpty Dumpty, sitting too high, watched a maid eating Jell-O stroll by. (In The Saturday evening post, Apr. 21, 1956, p.50) Appl. author: Young & Rubicam, Inc. © 18Apr56; KK116440.

If all the world were Jell-O and whipped cream filled the sea ... (In The Saturday evening post, Feb. 11, 1956, p.47) Appl. author: Young & Rubicam, Inc. © 8Feb56; KK114854.

A Jell-O salad makes the meal. Fruit 'n celery salad; lime flavor. (In The Saturday evening post, Nov. 20, 1954) Appl. author: Young & Rubicam, Inc. © 17Nov54; KK115765.

A Jell-O salad makes the meal. Pretty-pepper salad; lemon flavor. (In The Saturday evening post, Nov. 6, 1954, p.11) Appl. author: Young & Rubicam, Inc. © 3Nov54; KK115766.

Just tear here, bring it to your grocer and save 5¢ on any one of those extra-special Birds Eye foods. Frozen foods. (In The Milwaukee journal, Feb. 7, 1956, pt.4, p.13) Appl. author: Young & Rubicam, Inc. © 7Feb56; KK114870.

The more you eat, the more nickels you save on Birds Eye french fried potatoes. (In Pioneer press, St. Paul, Apr. 10, 1956, p.15) Appl. author: Young & Rubicam, Inc. © 10Apr56; KK116443.

New, Birds Eye fruit pies. Better try Birds Eye pies for tonight's dessert, for your freezer, too. Frozen foods. (In The Knickerbocker news, Albany, Mar. 8, 1956, p.12-A) Appl. author: Young & Rubicam, Inc. © 8Mar56; KK115768.

New, Birds Eye fruit pies. Better try Birds Eye pies, newest dessert ideas. Frozen foods. (In The Knickerbocker news, Albany, Feb. 23, 1956, p.2-B) Appl. author: Young & Rubicam, Inc. © 23Feb56; KK115769.

New, Birds Eye fruit pies. Better try new, Birds Eye fruit pies, today. Frozen foods. (In Cleveland plain dealer, Feb. 24, 1956, p.18) Appl. author: Young & Rubicam, Inc. © 24Feb56; KK115770.

Now, Birmingham gets special service on those Birds Eye frozen foods. (In Birmingham post-herald, Oct. 28, 1955, p.30) Appl. author: Young & Rubicam, Inc. © 28Oct55; KK115774.

Old King Cole was a merrie old soul, and the healthiest king in town. Jell-O. (In Life, Jan. 9, 1956, p.97) Appl. author: Young & Rubicam, Inc. © 1Jan56; KK114050.

Oo-la-la, the Birds Eye bean. Frozen foods. (In Family circle, Jan. 1956, p.73) Appl. author: Young & Rubicam, Inc. © 29Dec55; KK114047.

Pat-a-cake, pat-a-cake, baker's man. Make me some Jell-O as fast as you can. (In Life, Apr. 30, 1956, p.53) Appl. author: Young & Rubicam, Inc. © 26Apr56; KK116439.

Pussycat, pussycat, where have you been? Up to the palace for tea with the queen. Jell-O. (In Life, Jan. 23, 1956, p.73) Appl. author: Young & Rubicam, Inc. © 19Jan56; KK114049.

Refreshing and no carbonation. Bireley's girl on beach [with bottle in hand] Design 051-1570. Orange drink. Poster. Appl. author: Young & Rubicam, Inc. © General Foods Corp., Bireley's Division; 1May56; KK116462.

Riddle me, riddle me, riddle me ree, what dessert tastes good as can be? Jell-O. (In Life, Apr. 9, 1956, p.5) Appl. author: Young & Rubicam, Inc. © 5Apr56; KK115767.

Sa-lute the kernels in command. The Birds Eye corn tastes just grand. (In Better living, Jan. 1956, p.9) Appl. author: Young & Rubicam, Inc. © 12Jan56 (in notice: 1955); KK114048.

You don't get that uncomfortable full feeling with Bireley's because it's non-carbonated. Bireley's orange drink. (In Life, July 26, 1954, p.106) Appl. author: Young & Rubicam, Inc. © Bireley's Division, General Foods Corp.; 22Jul54; KK114853.

GENERAL MILLS, INC. ©

Betty Crocker, angel fluff, quick 7-minute type, frosting mix. 7 1/2 oz. net wt. Series nos.1; 2. 2 labels. © 24Oct55; KK114293; 114294.

Betty Crocker chocolate fudge brownie mix. 1 lb. net wt. Series no.4. Label. © 2Dec55; KK114804.

Betty Crocker confetti angel food cake mix; cherry almond flavor. 1 lb. 1 oz. net wt. Series no. 1-A. Label. © 7Dec55; KK114801.

Betty Crocker date bar mix. 14 oz. net wt. Series no.1. Label. © 30Aug55; KK114803.

Betty Crocker ginger bread mix. 14 1/2 oz. net wt. Series nos. 14A; 15A. 2 labels. © 23Mar54; KK114802; 114289.

Betty Crocker, instant, chocolate fudge frosting mix. 15 oz. net wt. Series no.4. Label. © 6Sep55; KK114291.

Betty Crocker, instant, chocolate malt frosting mix. 15 oz. net wt. Series no.4. Label. © 9Sep55; KK114292.

Betty Crocker, instant, peanut creme frosting mix. 15 oz. net wt. Series no.4. Label. © 11Nov55; KK114290.

Betty Crocker, new texturized, Bisquick, prepared baking mix. Net wt. 2 1/2 lbs. Series no.69. Tuna tulips. Label. © 6Dec55; KK114288.

An original Sperry product. Betty Crocker, Sperry, sour cream buttermilk pancake and waffle mix. Net wt. 2 lbs. 14 oz. Series nos. 30A; 30B; 30C. 3 labels. © 21Sep55; KK114284; KK114283; KK114282.

An original Sperry product. Betty Crocker, Sperry Wheat Hearts ... cereal. Net wt. 1 lb. 12 oz. Series nos. 28A; 28B; 28C. 3 labels. © 2Sep55; KK114287; 114286; 114285.

GENERAL MOTORS CORP. ©

What do GM diesels do? Pamphlet. Appl. author: James W. Brown. © 31Aug55; KK113709.

GENERAL PETROLEUM CORP. ©

Frantic Ford? Frisky Ford. Mobilgas R. (In Los Angeles examiner, May 21, 1956, section 3, p.14) © 21May56; KK116885.

Pep up that surly Chevy, smooth out that frantic Ford, revive that pooped Plymouth. Pre-1955 cars perk up with Mobilgas R. (In Los Angeles examiner, May 7, 1956, section 3, p.14) © 7May56; KK116472.

Pooped Plymouth? Peppy Plymouth. Mobilgas R. (In Los Angeles times, v.75, bulldog issue, pt.1, p.19) © 4Jun56; KK117256.

GENERAL PETROLEUM CORP. © Cont'd.

Surly Chevy? Sizzling Chevy. Mobilgas R. (In Los Angeles examiner, May 14, 1956, section 1, p.17) © 14May56; KK116884.

GERBER, WILL. ©

Guarantee. This guarantee covers the purchase of a healthy Sure-Talker Parrakeet. Sheet. © 16Jan56; KK113334.

GERSON BEDDING CO. ©

Rest-A-Sured bedding. Label. Appl. author: Bernard E. Gerson. © 8May56; KK116674.

GEST, SIMEON, owner, ACADEMIC INSTRUMENT CO. SEE Academic Instrument Co.

GIBRALTAR SAVINGS.

There's still time. Why Gibraltar's symbol means greater earnings for you. Post card. © Gibraltar Savings & Loan Assn. of Beverly Hills d.b.a. Gibraltar Savings; 30Jun55; KK113378.

GIBRALTAR SAVINGS & LOAN ASSN. OF BEVERLY HILLS d.b.a. GIBRALTAR SAVINGS. SEE Gibraltar Savings.

GIBSON (J. C.) CO.

Fish kit. Wire sculpture. Sheet. © George G. Cable & Jasper D'Ambrosi, owners of J. C. Gibson Co.; 20May55; KK113638.

Mobile kit. Wire sculpture. Sheet. © George G. Cable & Jasper D'Ambrosi, owners of J. C. Gibson Co.; 20May55; KK113636.

Portrait kit. Wire sculpture. Sheet. © George G. Cable & Jasper D'Ambrosi, owners of J. C. Gibson Co.; 20May55; KK113637.

GIDDINGS & LEWIS MACHINE TOOL CO. ©

Industry's most brilliantly engineered high-production machine. The all new G. & L. 42 inch vertical turret lathe. Folder. © 6Sep55; KK115138.

Introducing new G. & L. 40 series, floor type, horizontal boring, drilling and milling machines. Folder. © 6Sep55; KK115139.

New Hypro high speed four head planer type milling machines. Folder. © 6Sep55; KK115137.

30 series table type G & L horizontal boring, drilling and milling machines featuring 4 and 5 inch spindles. Folder. © 6Sep55; KK115140.

GILCOR ENTERPRISES. ©

Football - baseball, 1956. Alverson Piano Company. Folder. Appl. authors: Warren E. Gilbert & Fred M. Gilbert. © 1Feb56; KK115150.

GILDING, DAVID F. & JOHN S. CLEMMER d.b.a. CLEMMER-GILDING. SEE Clemmer-Gilding.

GILLETTE CO. ©

Enjoy clean, refreshing shaves. Gillette super-speed, one-piece razor ... [Endorsed by] Leo Durocher. (In World series records, 1955, p.268-269) Appl. author: Maxon, Inc. © 30Dec54; KK113270.

Now, brand new shaving comfort for millions with 3 Gillette super-speed razors matched to the face and beard. [Endorsed by] Casey Stengel. (In Leatherneck, Dec. 1955, p.9) Appl. author: Maxon, Inc. © 20Nov55; KK113271.

Shaving is an easy touch when your razor matches your beard. (In The Canton repository, Dec. 11, 1955, comic section) Appl. author: Maxon, Inc. © 11Dec55; KK114898.

These 3 can double and redouble your Gillette razor sales. (In Post exchange, Dec. 1955, p.19) Appl. author: Maxon, Inc. © 1Dec55; KK114899.

GILOSA, JOSEPH A. ©

No more pan greasing. Pan-O-Liner. Paper pan lining. Label. Appl. authors: Joseph A. Gilosa & Michael Altomari. © 8Mar56; KK115077.

Thank you for using our new Pan-O-Liner. Pan liners. Label. © 31Jan56; KK114941.

GINTEL, OLIVER & H. FRISHMAN forming the partnership FRISHMAN & GINTEL. SEE Frishman & Gintel.

GITS MOLDING CORP. ©

Gits business getter, new polyethylene flashlight. No.A144. Sheet. Appl. author: Lloyd Wilbur Byrnes. © 8Feb55; KK114028.

Gits business getters. Plastic advertising specialty items. Folder. Appl. author: Lloyd Wilbur Byrnes. © 5Oct55; KK116101.

New Gits polyethylene, right-angle, flashlight. No.A-122. Sheet. Appl. author: Lloyd Wilbur Byrnes. © 24Jun55; KK114026.

New Gitsware thermal ice bucket. No.T-175. Sheet. Appl. author: Lloyd Wilbur Byrnes. © 22Jun55; KK114025.

No.800 Gits business getter, new lifetime-jumbo luggage tag. Sheet. Appl. author: Lloyd Wilbur Byrnes. © 3Feb56; KK115012.

No.205 Gits business getter, new Gits Moistik. Plastic moistener. Sheet. Appl. author: Lloyd Wilbur Byrnes. © 3Feb56; KK115011.

GITSWARE CORP. ©

For the correct amount of soap ... Gitsware soap dispenser. No. A-1788. Sheet. Appl. author: Lloyd Wilbur Byrnes. © 9Jan56; KK115013.

For the correct amount of soap ... Gitsware soap dispenser. No. A-1788. Sheet. Appl. author: Lloyd Wilbur Byrnes. © 12Jan56; KK113654.

Guaranteed unbreakable, 2 new polyethylene flashlights, by Gits. Folder. Appl. author: Lloyd Wilbur Byrnes. © 14Dec55; KK114027.

They're hot, Gitsware originals. Soap dispenser & beverage decanter. Appl. author: Lloyd Wilbur Byrnes. © 2Apr56; KK116523.

GLATT, HERBERT d.b.a. MAGLA PRODUCTS. SEE Magla Products.

GLEASON CORP. ©

Design data, application information, specifications, catalog; wheels, semi-pneumatic, steel disc. Technical bulletin. Pamphlet. Appl. authors: Edw. Wisnewsky & John A. Pescheck. © 29May56; KK117110.

Gleason standard stock, slow speed wheels. Catalog no.432. Folder. Appl. author: John A. Pescheck. © Gleason Corp., division of Gleason Steel Corp.; 19Mar56; KK115024.

Milwaukee trucks. No.437. Sheet. Appl. author: John A. Pescheck. © Milwaukee Truck Co., a division of Gleason Corp.; 1Jun56; KK117109.

GLEASON STEEL CORP. SEE Gleason Corp.

GLIDDEN CO. ©

Eye-catching reproduction shown on paper processed with Glidden Alpha Protein. (In Paper trade journal, Jan. 23, 1956, p.53) Appl. author: Meldrum & Fewsmith, Inc. © 23Jan56; KK114077.

For walls, ceilings, woodwork, Spred Satin, the 100 °/o latex wonder paint. Folder. © 31Mar54; KK117022.

Gold dust that comes in many different colors. Paint. (In Fortune, Jan. 1956, p.9) Appl. author: Meldrum & Fewsmith, Inc. © 3Jan56; KK113107.

I've finished my spring painting in January, thanks to Spred Satin. (In The Saturday evening post, Jan. 28, 1956, p.95) Appl. author: Meldrum & Fewsmith, Inc. © 24Jan56; KK114075.

Now, you can color-style rooms like this with Spred Satin color chips like these. Paint. (In The Saturday evening post, Feb. 18, 1956, p.4) Appl. author: Meldrum & Fewsmith, Inc. © 14Feb56; KK114352.

Tempting reproduction shown on paper processed with Glidden Alpha Protein. (In Paper trade journal, Jan. 30, 1956, p.19) Appl. author: Meldrum & Fewsmith, Inc. © 30Jan56; KK114076.

When you read this you can color-style rooms like this. Spred Satin. Paint. (In Better homes & gardens, Mar. 1956, p.175) Appl. author: Meldrum & Fewsmith, Inc. © 20Feb56; KK114353.

Whether your home is frame, masonry or both, Glidden saves you almost 1/2 your house painting cost. (In Successful farming, Sept. 1955, p.141) Appl. author: Meldrum & Fewsmith, Inc. © 17Aug55; KK116158.

GLITSCH (FRITZ W.) & SONS, INC. ©

You are invited to be Glitsch's plant superintendent today. Catalog 155. Fabrication of heavy equipment. Folder. Appl. author: Dan Goodrich. © 2Dec55; KK117299.

GODSHALL PAPER & BOX CORP. ©

Be a heel, send a Cartoon-Clip. 15 cards & envelopes. Box covering. Label. Appl. author: Peter M. Brost. © 11Jun56; KK117528.

GOETZ (M. K.) BREWING CO. ©

It's new, it's Goetz, wet 'n wonderful. Goetz Country Club beer. (In St. Joseph news-press, St. Joseph, Mo., May 4, 1956, p.16) Appl. author: Warren Furlonge. © 4May56; KK116569.

GOLDBERG, HENRIETTA d.b.a. CHICK'S FARMS. SEE Chick's Farms.

GOLDEEN'S, INC. ©

Furnish your outdoor living room completely at Goldeen's. (In San Jose mercury-news, Apr. 1, 1956, p.20) Appl. author: Mary Chaney Hoffman. © 1Apr56; KK115515.

No need to wait ... Custom-made draw draperies for your entire home and wall-to-wall carpeting for living room, dining room, hall. (In San Jose mercury news, Apr. 15, 1956, p.22) Appl. author: Mary Chaney Hoffman. © 15Apr56; KK115949.

GOLDEN STATE CO., LTD.

Golden State chocolate ice cream. One pint. Label. © Foremost Dairies, Inc. d.b.a. Golden State Co., Ltd.; 25Jul53; KK114343.

Golden State english toffee ice cream. One pint. Label. © Foremost Dairies, Inc. d.b.a. Golden State Co., Ltd.; 20Aug53; KK114446.

Golden State ice cream. One pint. Label. © Foremost Dairies, Inc. d.b.a. Golden State Co., Ltd.; 1Jul53; KK114447.

Golden State ice cream. Pieces of 8. Neapolitan. One quart. Label. © Foremost Dairies, Inc. d.b.a. Golden State Co., Ltd.; 15Feb56; KK114956.

Golden State lime sherbet. One pint. Label. © Foremost Dairies, Inc. d.b.a. Golden State Co., Ltd.; 21Feb54; KK114448.

Golden State maple nut ice cream. One pint. Label. © Foremost Dairies, Inc. d.b.a. Golden State Co., Ltd.; 1Sep53; KK114444.

Golden State marble fudge ice cream. One pint. Label. © Foremost Dairies, Inc. d.b.a. Golden State Co., Ltd.; 5May54; KK114445.

Golden State Neapolitan ice cream. One pint. Label. © Foremost Dairies, Inc. d.b.a. Golden State Co., Ltd.; 25Jul53; KK114345.

Golden State orange sherbet. One pint. Label. © Foremost Dairies, Inc. d.b.a. Golden State Co., Ltd.; 26Jul53; KK114339.

Golden State pineapple sherbet. One pint. Label. © Foremost Dairies, Inc. d.b.a. Golden State Co., Ltd.; 24Jul53; KK114340.

Golden State rainbow sherbet. One pint. Label. © Foremost Dairies, Inc. d.b.a. Golden State Co., Ltd.; 3Aug53; KK114342.

Golden State raspberry sherbet. One pint. Label. © Foremost Dairies, Inc. d.b.a. Golden State Co., Ltd.; 1Sep54; KK114449.

Golden State rocky road ice cream. One pint. Label. © Foremost Dairies, Inc. d.b.a. Golden State Co., Ltd.; 1Sep53; KK114443.

Golden State sherbet. One pint. Label. © Foremost Dairies, Inc. d.b.a. Golden State Co., Ltd.; 13Apr54; KK114450.

Golden State strawberry ice cream. One pint. Label. © Foremost Dairies, Inc. d.b.a. Golden State Co., Ltd.; 24Jul53; KK114341.

Golden State strawberry parfait ice cream. One pint. Label. © Foremost Dairies, Inc. d.b.a. Golden State Co., Ltd.; 22Sep53; KK114344.

Golden State vanilla ice cream. One pint. Label. © Foremost Dairies, Inc. d.b.a. Golden State Co., Ltd.; 24Jul53; KK114346.

GOLDSMITH, LOUIS t.a. NATIONAL TRADE CHEMICALS CO. SEE National Trade Chemicals Co.

GOODMAN (H.) & SONS, INC. ©

Teach time and look fine with Goody barrettes. 59¢ per card of 10. Label. Appl. author: Morris Todfield. © 24May56; KK116934.

GOODMAN, L. F. ©

Borrow $100 to $600, pay all your bills and have peace of mind. Postal Finance Company, Denver, Colo. Personal loans. Mail folder. © 1Mar56; KK114925.

Confidential money request. Postal Finance Company, Omaha, Neb. Loans by mail. Sheet. © 13Mar56; KK114924.

Do a favor for one of your friends, hand these loan papers to him (or her) Postal Finance Company. Folder. © 30Apr56; KK116545.

Do a favor for one of your friends, hand this extra application to him (or her) Postal Finance Company. Folder. © 2Jan56 (in notice: 1955); KK116546.

Personal loans. Postal Finance Company, Sioux City, Iowa. Teacher confidential money request. Sheet. © 27Feb56; KK114926.

GOODRICH (B. F.) CO. ©

B. F. Goodrich Agatine, the dramatic new floor tile that earns its place in the world's easiest-to-clean room. (In Better homes & gardens, Apr. 1956, p.43) Appl. author: McCann Erickson, Inc. © 1Apr56; KK116795.

B. F. Goodrich Agatine, the dramatic new floor tile that earns its place in today's most advanced kitchens. (In Better homes & gardens, May 1956, p.59) Appl. author: McCann Erickson, Inc. © 25Apr56; KK116794.

B. F. Goodrich introduces Agatine, a new, exclusive and highly superior concept in floor tile. (In Architectural record, Apr. 1956, p.16A) Appl. author: McCann Erickson, Inc. © 1Apr56; KK116796.

B. F. Goodrich introduces Agatine, the dramatic, new tile whose crisp, modern design sets a new fashion in floors. (In Interior design, Apr. 1956, p.57) Appl. author: McCann Erickson, Inc. © 1Apr56; KK116797.

B. F. Goodrich introduces Agatine, the revolutionary, new floor tile that makes your homes more distinctive, more luxurious, more saleable. Appl. author: McCann Erickson, Inc. © 1Apr56; KK116800.

B. F. Goodrich launches new, exclusive Agatine, the revolutionary floor tile that looks better, cleans better, wears better, sells better. (In Flooring, Mar. 1956, p.67) Appl. author: McCann Erickson, Inc. © 5Mar56; KK116801.

B. F. Goodrich, new, exclusive Agatine, the revolutionary floor tile that answers every requirement of today's home buyers. Appl. author: McCann Erickson, Inc. © 1May56; KK116798.

B. F. Goodrich presents Agatine, the revolutionary floor tile that sells on sight on surface, on superiority. (In Flooring, Apr. 1956, p.7) Appl. author: McCann Erickson, Inc. © 5Apr56; KK116799.

GORDON, MELVIN J., S. Z. GORDON & NATALIE G. STONE composing the firm MANCHESTER HOSIERY MILLS. SEE Manchester Hosiery Mills.

GORDON, S. Z., NATALIE G. STONE & MELVIN J. GORDON composing the firm MANCHESTER HOSIERY MILLS. SEE Manchester Hosiery Mills.

GORDON MACHINERY CORP. ©

Gordonbilt Airlift, pneumatic conveyors and elevators. Don't pay twice to lift and convey your bulk materials. Folder. © 12Mar56; KK116301.

GORDON STORES.

Twinklers. Shoe cartons. Manufactured exclusively by M. B. Claff & Sons, Inc. Label. © Gordon Stores Co.; 9May56; KK117691.

GORDONS TRANSPORTS, INC. ©

Your link with world trade. Diamond-shaped design embodying a truck and anchor and the words: Gordons Transports, Inc., Great Lakes to the Gulf printed on front and back covers. 14 p. Appl. author: Edward T. McNabb. © 30Sep55; KK114384.

GORHAM CO. ©

They picked it above all others. Celeste. Silverware. (In Guide for the bride (House beautiful), winter 1955, p.97) Appl. author: Donahue & Coe, Inc. © 15Oct55; KK116484.

GOSS (J. W.) CO. ©

Simple procedure for custom mirror installation. (Information & instruction sheet) Appl. author: James Wilson Goss. © 12Jun56; KK117424.

GOULD-NATIONAL BATTERIES, INC. ©

Gould Multi-Lite rechargeable lantern battery. Folder. © 30Sep55; KK113293.

I'm sittin' pretty, use nothing but Gould research-built batteries. America's finest, Gould industrial truck batteries. Ad no.56-T. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 18Apr56; KK116058.

I'm sittin' pretty, use nothing but Gould research-built batteries. America's finest, Gould Kathanode batteries for air conditioning and car lighting. Ad no.56-CL. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 18Apr56; KK116057.

I'm sittin' pretty, use nothing but Gould research-built batteries. America's finest, Gould Kathanode batteries for diesel starting. Ad no.56-D. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 18Apr56; KK116054.

I'm sittin' pretty, use nothing but Gould research-built batteries. America's finest, Gould Plante, the aristocrat of stationary batteries. Ad no.56-S. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 18Apr56; KK116055.

I'm sittin' pretty, use nothing but Gould research-built batteries. America's finest, Gould shuttle car and locomotive batteries. Ad no.56-M. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 18Apr56; KK116056.

They should'a bought Gould research-built batteries. America's finest, Gould industrial truck batteries. Ad no.66-T. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 21May56; KK117148.

They should'a bought Gould research-built batteries. America's finest, Gould Kathanode batteries for diesel starting. Ad no.66-D. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 21May56; KK117149.

They should'a bought Gould research built batteries. America's finest, Gould Plante, the aristocrat of stationary batteries. Ad no.66-S. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 21May56; KK117147.

GRAND AWARD RECORD CORP. ©

World's greatest music: Eighteen top hits. World's greatest art: Juke box, by Bert Rockfield. G.A.33-POP 2. Label. © 4Apr56; KK115467.

World's greatest music: Peanuts Hucko and the All Stars play a tribute to Benny Goodman. World's

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greatest art: Swing easy, by David Stone Martin. G.A.33-331. Label. © 4Apr56; KK115466.

World's greatest music: Polka party. World's greatest art: Polka party, by Tracy Sugarman. G. A. 33-323. Label. © 12Mar56; KK115114.

World's greatest music: Songs of the Golden West. World's greatest art: Frontier town, by Tracy Sugarman. G. A. 33-330. Label. © 12Mar56; KK115112.

World's greatest music: The Ink Spots' greatest. World's greatest art: Cool chords, by David Stone Martin. G. A. 33-328. Label. © 12Mar56; KK115111.

World's greatest music: The Roaring 20's. World's greatest art: The Roaring 20's, by Tracy Sugarman. G. A. 33-327. Label. © 12Mar56; KK115113.

GRAND DUCHESS STEAKS, INC. ©

Cattle Tattle. Grand Duchess individual package dinner. No.17. Sheet. Appl. author: McDaniel-Fisher & Spelman Co. © 21Oct54; KK117403.

Cattle Tattle. Grand Duchess sandwich spread. No.16. Sheet. Appl. author: McDaniel-Fisher & Spelman Co. © 13Sep54; KK117402.

GRANGER MARBLE MAGIC. ©

Marble Magic. Cleaner. Label. Appl. author: Eugenie Granger. © 9Apr56; KK116464.

GRANT ADVERTISING, INC. ©

Creative selling. Dallas, 2003 Davis Bldg. (In The Wall Street journal, Mar. 14, 1956, p.14) © 14Mar56; KK115434.

Creative selling. Grant Advertising, a standard. (In The Wall Street journal, Mar. 14, 1956, p.11) © 14Mar56; KK115433.

GRAVER INDUSTRIES, INC. ©

E-Zee-On door repair panels, flanged and fitted; selection chart. Folder. © 13Jan56; KK113478.

GRAY-FORD CHEMICAL CORP. ©

Alumakleen. Metal polishing & cleaning compound. Label. © 9Dec55; KK113670.

GREAT ATLANTIC & PACIFIC TEA CO. ©

Crestmont brand sherbet. One pint liq. Label. Appl. author: Charles E. Peterson. © 15May56; KK117061.

GREAT WESTERN SUGAR CO. ©

Chung Hing, the secret of good taste. Mono sodium glutamate. Label. © 20Mar56; KK115299.

Chung Hing (The Universe) Flavoring crystal. Net weight 10 lbs. Label. © 8Mar56; KK114983.

Chung Hing (The Universe) Net weight 100 lbs. Mono sodium glutamate. Label. © 9Mar56; KK115300.

GREEN, BEN, ARNOLD HAMMER & SAMUEL GREENE forming the partnership GREEN HAMMER METAL PRODUCTS CO. SEE Green Hammer Metal Products Co.

GREEN, GOULD. ©

Packaged resistors at no extra cost. Electronic equipment. Sheet. © 15Dec55; KK113374.

GREEN GIANT CO. ©

America's best-loved peas. How they got that way. Green Giant brand. (In Life, Aug. 29, 1955, p.98) Appl. author: Leo Burnett Co., Inc. © 25Aug55; KK113809.

Harvested in the moonlight to bring you the Green Giant flavor. Peas. (In McCall's, Nov. 1955, p.3 of cover) Appl. author: Leo Burnett Co., Inc. © 20Oct55; KK113801.

Holiday surprise in corn with the Christmas colors already in it. Niblets Mexicorn, corn with red and green peppers. (In This week magazine, Dec. 4, 1955, p.37) Appl. author: Leo Burnett Co., Inc. © 4Dec55; KK113795.

New, fresh-flavor process, Niblets brand. Now, corn that tastes this good right off your pantry shelf. [Corn in boiling water; one ear held by tongs] (In Ladies' home journal, Dec. 1955, p.15) Appl. author: Leo Burnett Co., Inc. © 29Nov55; KK113796.

New, fresh-flavor process, Niblets brand. Now, corn that tastes this good right off your pantry shelf. How it gets that way. (In Life, Sept. 26, 1955, p.46-47) Appl. author: Leo Burnett Co., Inc. © 22Sep55; KK113805.

New, fresh-flavor process, Niblets brand. Now, corn that tastes this good right off your pantry shelf. How roastin' ear flavor is captured in a can. (In The Chicago tribune, Oct. 20, 1955, pt.5, p.16) Appl. author: Leo Burnett Co., Inc. © 20Oct55; KK113803.

New, fresh-flavor process, Niblets brand. Now, corn that tastes this good right off your pantry shelf. New color, new flavor, new corn. (In The Saturday evening post, Oct. 15, 1955, p.88-89) Appl. author: Leo Burnett Co., Inc. © 11Oct55; KK113804.

New, fresh-flavor process, Niblets brand. Now, corn that tastes this good right off your pantry shelf. [Woman's hand holding pan & pouring water from corn] (In Look, Nov. 15, 1955, p.74-75) Appl. author: Leo Burnett Co., Inc. © 1Nov55; KK113800.

New, white gold from the Green Giant, Le Sueur brand white shoe peg corn. (In The Miami herald, Dec. 15, 1955, p.13-E) Appl. author: Leo Burnett Co., Inc. © 15Dec55; KK113794.

Now, corn that tastes this good right off your pantry shelf. It's the new fresh-flavor process Niblets brand corn. (In Life, Nov. 21, 1955, p.4 of cover) Appl. author: Leo Burnett Co., Inc. © 17Nov55; KK113797.

Real country flavor comes to town and keeps your eatin' budget down. Kounty Kist brand large, sweet peas. [Motorcycle policeman escorting farmer on wagon] (In The Knickerbocker news, Albany, Nov. 10, 1955, p.24-B) Appl. author: Leo Burnett Co., Inc. © 10Nov55; KK113799.

Real country flavor comes to town and keeps your eatin' budget down. Kounty Kist brand sweet peas. [Hay-ride scene] (In The Knickerbocker news, Albany, Dec. 15, 1955, p.B-11) Appl. author: Leo Burnett Co., Inc. © 15Dec55; KK113793.

Special opportunity to stock up on the peas with the Green Giant flavor. (In The Chicago daily tribune, Sept. 15, 1955, pt.2, p.12) Appl. author: Leo Burnett Co., Inc. © 15Sep55; KK113806.

This label is worn only by the sweetest and tenderest peas in the land, the ones with the Green Giant flavor. (In Woman's day, Sept. 1955, p.4 of cover) Appl. author: Leo Burnett Co., Inc. © 29Aug55; KK113808.

What's the use of being a pea, if you can't grow up to be a Green Giant? [Crying pea screwing holes in boat] (In The New Yorker, Nov. 26, 1955, p.159) Appl. author: Leo Burnett Co., Inc. © 24Nov55; KK113798.

What's the use of being a pea, if you can't grow up to be a Green Giant? [Crying pea with saw in hand standing on falling tree limb] (In The New Yorker, Dec. 24, 1955, p.33) Appl. author: Leo Burnett Co., Inc. © 22Dec55; KK113792.

What's the use of being a pea, if you can't grow up to be a Green Giant? [Tearful pea leaping from bridge] (In The New Yorker, Oct. 22, 1955, p.99) Appl. author: Leo Burnett Co., Inc. © 20Oct55; KK113802.

What's the use of being a pea, if you can't grow up to be a Green Giant? [Tearful pea out-stretched on railroad track before approaching train] (In The New Yorker, Sept. 17, 1955, p.101) Appl. author: Leo Burnett Co., Inc. © 15Sep55; KK113807.

GREEN HAMMER METAL PRODUCTS CO.

Instructions for installation of Protect-O-Sill covers. Aluminum protective sill. Sheet. Appl. author: Samuel Greene. © Green Hammer Metal Products Co., a partnership consisting of Ben Green, Arnold Hammer & Samuel Greene; 6Feb56; KK113979.

GREENE, SAMUEL, BEN GREEN & ARNOLD HAMMER forming the partnership GREEN HAMMER METAL PRODUCTS CO. SEE Green Hammer Metal Products Co.

GREGOR CONFECTIONS MANUFACTURING, INC. ©

God couldn't be everywhere, and therefore, He made mothers. Ancient proverb. 1 lb. net. Assorted chocolates. Label. © 16Apr56; KK116252.

GREY (MARY) HOSIERY MILLS. ©

Honey Bear, be a honey, wear Honey Bear, a luscious honey-tinted hosiery shade for fall-into-winter. (In Vogue, Sept. 15, 1954, p.36) Appl. author: Thomas W. Bradley, Jr. © 15Sep54; KK113038.

GROLIER SOCIETY, INC. ©

How do you measure your child's growth? The Book of knowledge. (In Life, Mar. 19, 1956, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 19Mar56; KK116003.

9 p.m. and all's well, or is it? The Book of knowledge. (In Parent's magazine, May 1, 1954, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 1May54; KK114351.

The 1956 Book of knowledge annual. Circular. © 1Feb56; KK114696.

The Story of our time. Encyclopedia year book. Circular. © Grolier Society, Inc.; 23Feb56; KK114695.

What makes fire hot? The Book of knowledge. (In Life, Apr. 23, 1956, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 23Apr56; KK116686.

GROSS (JOHN) & CO. ©
Ja-Ja danish cherry. 1 pint 8 ounces. Wine. Label. © 6Feb56; KK115098.

GROVE FURNACE.
An old flame of mine. (In Garden Grove news, Garden Grove, Calif., Jan. 8, 1956, p.3) © Glenn Newell Woolley d.b.a. Grove Furnace; 8Jan56; KK114190.

GUARDIAN, GENE.
Len O Len hair dressing. SEE Fontana, John.

GUNTHER BREWING CO. ©
How to keep Gunther sales brewing in Febrewary. (In Maryland-Washington-Delaware beverage journal, Feb. 1956, p.5) Appl. author: Bryan Houston, Inc. © 1Feb56; KK113993.

New brewing discovery, longer filtering, brings you the brightest taste in beer. (In The Baltimore news-post, Mar. 6, 1956, p.21) Appl. author: Bryan Houston, Inc. © 6Mar56; KK116001.

Quiz for beer drinkers. (In The Baltimore news-post, Mar. 23, 1956, p.40) Appl. author: Bryan Houston, Inc. © 23Mar56; KK115999.

Why a glass of longer filtered Gunther tastes brighter than any other beer. (In The Baltimore news-post, Mar. 13, 1956, p.25) Appl. author: Bryan Houston, Inc. © 13Mar56; KK116000.

H

HACK'S, INC. ©
You can own a new 1956 General Electric washer or dryer ... Shop tonite 'til 9 at Hack's. Appliances. (In The Milwaukee journal, Mar. 8, 1956, pt.1, p.13) Appl. author: Harry Hack. © 8Mar56; KK114974.

HALL, C. D.
Lum sez: Howdy folks, watch next Friday's Reporter for our big spring paint sale. Lum Bering. Hall Lumber Co. (In Savannah reporter & Andrew County democrat, May 11, 1956, p.6) © Clifford Dwight Hall; 11May56; KK116566.

HALL (COLIN) CLOTHES, INC. SEE Colin Hall Clothes, Inc.

HALL (ROBERT) CLOTHES, INC. ©
This week Robert Hall, America's largest family clothing chain opens ... Month-of-March celebration. (In Life, Mar. 5, 1956, p.123-125) © 5Mar56; KK115147.

HALL, HAAS & VESSEY, LTD. d.b.a. SEA VIEW PACKING CO. SEE Sea View Packing Co.

HAMILTON MANUFACTURING CO.
Hamilton jubilee: We're celebrating and you will, too, here's a new-today automatic laundry, by Hamilton as a special jubilee low price. (In The Saturday evening post, June 11, 1955, p.153) Appl. author: R. V. O'Brien, Jr. © Hamilton Manufacturing Co. d.b.a. Hamilton; 8Jun55; KK116725.

New Hamilton washers and dryers with touch-and-go controls let you do any washday job in seconds. (In The Saturday evening post, Feb. 18, 1956, p.3 of cover) Appl. author: R. V. O'Brien, Jr. © Hamilton Manufacturing Co. d.b.a. Hamilton; 14Feb56; KK114378.

See why more families than ever are choosing these three handsome Hamiltons. Home laundry equipment. (In The Saturday evening post, Sept. 17, 1955, p.109) Appl. author: R. V. O'Brien, Jr. © Hamilton Manufacturing Co. d.b.a. Hamilton; 13Sep55; KK114479.

HAMILTON MANUFACTURING CORP. ©
Cosco metal household furniture. Sheet. © 27Dec55; KK115456.

New and price-free for promotional use, Stylaire, electric utility cart, by the makers of Cosco. Sheet. © 10Jan56; KK114068.

Office fashioned for appearance, comfort, wear. Cosco office chairs. Folder. © 28Mar56; KK115672.

HAMILTON WATCH CO. ©
Use Hamilton profitable promotions. (Old Timer insert) Folder. Appl. author: Henry M. Tovar. © 16Dec55 (in notice: 1956); KK114837.

HAMMARLUND MANUFACTURING CO., INC. ©
Centralized operations control, modernize your water system. Bulletin no.APD-188. Folder. Appl. author: Stanley A. Lescarboura. © 15Feb56; KK114364.

You will want these Hammarlund communications equipment accessories for these communications receivers. Bulletin no.APD-134. Folder. Appl. author: Stanley A. Lescarboura. © 15Feb56; KK114407.

HAMMER, ARNOLD, SAMUEL GREENE & BEN GREEN forming the partnership GREEN HAMMER METAL PRODUCTS CO. SEE Green Hammer Metal Products Co.

HAMMOND ORGAN CO. ©
Active churches find a second organ indispensable. (In Christian herald, Jan. 1956, p.3) Appl. author: Young & Rubicam, Inc. © 1Jan56; KK113217.

For the virtuoso, for the veriest beginner, for the large cathedral, for the small apartment, Hammond has the right organ ... (In Piano trade magazine, Feb. 1956, cover) Appl. author: Young & Rubicam, Inc. © 1Feb56; KK114860.

Hammond created the home organ market in 1935, Hammond has dominated that market ever since ... (In Piano trade magazine, May 1956, cover) Appl. author: Young & Rubicam, Inc. © 1May56; KK117357.

How your church can raise money for a new organ. (In The Episcopal Church annual, Mar. 1956, p.A-44) Appl. author: Young & Rubicam, Inc. © 8Mar56 (in notice: 1955); KK115764.

In Catholic churches everywhere, the music of the Hammond organ adds richness and glory to the services. (In Extension, May 1956, p.9) Appl. author: Young & Rubicam, Inc. © 10Apr56; KK117360.

More people look at Hammond organs, more people read about Hammond organs ... (In Piano trade magazine, Mar. 1956, cover) Appl. author: Young & Rubicam, Inc. © 1Mar56; KK115763.

On Christmas morning there'll be more new Hammond organs in more living rooms than all other makes combined. (In Music trade review, Dec. 1955, p.15) Appl. author: Young & Rubicam, Inc. © 15Dec55; KK113216.

Restful hobby for busy people. (In Journal of the American Dental Assn., Dec. 1955, p.A-6) Appl. author: Young & Rubicam, Inc. © 1Dec55; KK113215.

Seven times more people know Hammond than any other organ ... (In Piano trade magazine, Jan. 1956, cover) Appl. author: Young & Rubicam, Inc. © 1Jan56; KK114041.

This is the real joy of a Hammond. (In Etude, Feb. 1956, p.5) Appl. author: Young & Rubicam, Inc. © 26Jan56; KK114856.

This revolutionary Hammond development introduced new millions to the startling idea of owning an organ. (In Piano trade magazine, Apr. 1956, cover) Appl. author: Young & Rubicam, Inc. © 1Apr56; KK116444.

Want the fun of playing, but no time for lessons? (In Coronet, Feb. 1956, p.17) Appl. author: Young & Rubicam, Inc. © 24Jan56; KK114045.

We gave him his future for a birthday present. (In Ebony, Feb. 1956, p.29) Appl. author: Young & Rubicam, Inc. © 13Jan56; KK114042.

What do they look for in a new organ? (In Rotarian, Mar. 1956, p.53) Appl. author: Young & Rubicam, Inc. © 15Feb56; KK114855.

Who'll decide about the new organ? (In The Rotarian, Feb. 1956, p.49) Appl. author: Young & Rubicam, Inc. © 15Jan56; KK114044.

Wonderful things happen to your simplest tunes. (In Better homes & gardens, Feb. 1956, p.15) Appl. author: Young & Rubicam, Inc. © 19Jan56; KK114043.

You can't believe it. The versatile Hammond chord organ. (In Life, Apr. 9, 1956, p.137) Appl. author: Young & Rubicam, Inc. © 5Apr56; KK115762.

You can't believe it, so you try it, you're convinced in half an hour, you can play the versatile Hammond chord organ. (In Look, June 12, 1956, p.15) Appl. author: Young & Rubicam, Inc. © 29May56; KK117358.

You'll wonder why you waited so long. (In Etude, May-June 1956, p.3) Appl. author: Young & Rubicam, Inc. © 26Apr56; KK117355.

Your church groups will enjoy this free film: Music for our church. (In Christian herald, June 1956, p.1) Appl. author: Young & Rubicam, Inc. © 25May56; KK117356.

You're in a new world when you play the Hammond. (In Etude, Mar. 1956, p.5) Appl. author: Young & Rubicam, Inc. © 23Feb56; KK114859.

You're invited to open house at your Hammond dealer's, starts May 11. (In Life, May 14, 1956, p.136-137) Appl. author: Young & Rubicam, Inc. © 10May56; KK117359.

HAND CARE, INC. ©
Here is the way to long, lovely, permanent nails. Brush-On Nail. Folder. Appl. author: Beena V. Piper. © 20Mar56; KK116463.

HANDI-DANDY.
Freshest of all, another Handi-Dandy pak selected U. S. no.1 potatoes. 5 lbs. Label. Appl. author: Milprint, Inc. © Milton Weinberg t.a. Handi-Dandy; 15Jan56; KK115279.

HANNAU COLOR PRODUCTIONS. ©

Cedar Grove hotel and cottages, Lake Bomoseen, Vermont. Folder. © 24Feb56; KK114354.

The Crafts Inn, Wilmington, Vermont. Hotel service. Folder. © 5Feb56; KK113908.

Dolly Madison Inn, Madison, Connecticut. Folder. © 20Mar56; KK115122.

Harborside Inn on the island of Martha's Vineyard. Folder. © 14Feb56; KK113991.

Hotel Harrington, Washington, D. C. Folder. © 1May56; KK116219.

Picture Lake Motel, Pocasset, Cape Cod, Mass. Folder. © 1May56; KK116215.

The Red Lion Inn, Stockbridge, Mass. Folder. © 20Mar56; KK115120.

Thayers Hotel, Littleton, New Hampshire, modern facilities, open all year. Folder. © 20Jan56; KK114310.

The Tyler Place inn and cottages on Lake Champlain, Highgate Springs, Vermont. Folder. © 1Feb56; KK113723.

The Waumbek, in the White Mountains, Jefferson, New Hampshire. Hotel service. Folder. © 8Feb56; KK113906.

Whiteface Inn, Whiteface, N. Y., on the shores of Lake Placid. Folder. © 20Jan56; KK114311.

HANNAY (CLIFFORD B.) & SON, INC. ©

Everywhere from coast to coast, rugged, dependable Hannay LP-gas hose reels pay for themselves. (In Butane-propane news, Jan. 1956, p.69) Appl. author: Renner Advertisers. © 1Jan56; KK113340.

Hannay hose reels for industrial applications. Sheet. © 1Jun56; KK117723.

It's the quality built into every part that makes Hannay hose reels superior. (In Fuel oil & oil heat, Jan. 1956, p.3 of cover) Appl. author: Renner Advertisers. © 1Jan56; KK113661.

Make more profitable deliveries with Hannay LP-gas hose reels. (In LP-gas man's encyclopedia of methods & equipment, 1955, p.239) Appl. author: Renner Advertisers. © 22Dec55; KK114414.

Now make deliveries to left or right without turning truck with the Hannay Guidemaster, GM-100. Sheet. Appl. author: Renner Advertisers. © 1Dec55; KK113662.

On the design board or in the field --. Hannay hose reels. (In Butane-propane news, Mar. 1956, p.131) Appl. author: Renner Advertisers. © 1Mar56; KK114948.

The quality hose reel for every purpose, Hannay. (In Fuel oil & oil heat, Mar. 1956, p.3 of cover) Appl. author: Renner Advertisers. © 1Mar56; KK114949.

Speed up liquid handling. Hannay hose reels. (In Industrial equipment news, Mar. 1956, p.62) Appl. author: Renner Advertisers. © 1Mar56; KK114950.

The value of numbers - Hannay. Hose reels. (In National petroleum news, May 1956, p.49) Appl. author: Renner Advertisers. © 1May56; KK116419.

When you want the best, specify Hannay fire hose reels. (In Fire engineering, Jan. 1956, p.26) Appl. author: Renner Advertisers. © 15Jan56; KK113879.

HANSARD-WADLEY CO. ©

The Ezy-Bid, contractors' calendar. Sheet. Appl. author: Leo M. Wadley. © 2Apr56; KK115492.

HANSEN BAKING CO., INC. ©

New - churned buttermilk bread. (Butterchurn) Miss Sunbeam. Min. wt. 22 1/2 oz. Label. © 26Apr56; KK116127.

HANSEN'S (CHR.) LABORATORY, INC. ©

Don't miss sensational silver offer inside, wonderful recipes, too. Chocolate flavor. Junket Rennet powder. Folder. Appl. author: Deborah Personius. © 14Dec55; KK113050.

Don't miss sensational silver offer inside, wonderful recipes, too. Lemon flavor. Junket Rennet powder. Folder. Appl. author: Deborah Personius. © 14Dec55; KK113047.

Don't miss sensational silver offer inside, wonderful recipes, too. Maple flavor. Junket Rennet powder. Folder. Appl. author: Deborah Personius. © 14Dec55; KK113053.

Don't miss sensational silver offer inside, wonderful recipes, too. Orange flavor. Junket Rennet powder. Folder. Appl. author: Deborah Personius. © 14Dec55; KK113051.

Don't miss sensational silver offer inside, wonderful recipes, too. Raspberry flavor. Junket Rennet powder. Folder. Appl. author: Deborah Personius. © 14Dec55; KK113049.

Don't miss sensational silver offer inside, wonderful recipes, too. Strawberry flavor. Junket Rennet powder. Folder. Appl. author: Deborah Personius. © 14Dec55; KK113046.

Don't miss sensational silver offer inside, wonderful recipes, too. Vanilla flavor. Junket Rennet powder. Folder. Appl. author: Deborah Personius. © 14Dec55; KK113048.

Fluffy frostings and delicate meringues, quick, easy-to-make with Junket fluffy white frosting mix. Folder. Appl. author: Deborah McTiernan. © 4Jun56; KK117418.

Junket fluffy white frosting mix. 3 1/4 oz. net. Label. © 13Jun56; KK117417.

New Junket brand quick fudge mix, chocolate flavor. 12 oz. net. Label. © 25May56; KK117419.

New Junket brand quick fudge mix penuche, brown sugar, flavor. 12 oz. net. Label. © 25May56; KK117420.

Recipes inside for making Rennet-custards, low calorie desserts ... Junket Rennet tablets. Folder. Appl. author: Deborah Personius. © 23Nov55; KK113052.

HANSHAW, JACK C. sole owner, JACK'S PRODUCTS. SEE Jack's Products.

HAPPY HOUR, INC. ©

Billionaire Claim. Game. Label. Appl. author: Cecil B. Woofter. © 24Feb56; KK115073.

Hunch; fascinating new game. 310. Label. Appl. author: Cecil B. Woofter. © 24Feb56; KK115074.

If you can stand excitement, play, 9-All, the game everybody's talking about. 210. Label. Appl. author: Cecil B. Woofter. © 27Mar56; KK115498.

Ticky, the clown clock, a small fry game. 200. Label. Appl. author: Cecil B. Woofter. © 24Feb56; KK115071.

You can be a Billionaire, fabulous fortune hunting game. 320. Label. Appl. author: Cecil B. Woofter. © 24Feb56; KK115072.

HARETIK, S. J. & I. W. MCCULLEY d.b.a. BLACO MANUFACTURING CO. SEE Blaco Manufacturing Co.

HARETT-GILMAR, INC. ©

Billboard, the brand name advertising game. No.702. Label. Appl. author: Martin H. Lewis. © 1Mar56; KK116339.

Play U. S. A., an exciting educational game. No.445. Label. Appl. author: Gilbert S. Felsenthal. © 1Mar56; KK114957.

Playland. No.440. Game. Label. Appl. author: Martin H. Lewis. © 1Mar56; KK114630.

HARPER, ROLAND LOUIS. ©

Yes, I'm mighty proud ... I. M. Savings (Insured Member Savings) Keene Co-operative Bank. (In Keene evening sentinel, Feb. 15, 1956, p.4) © 15Feb56; KK116025.

HARRIS PRODUCTS CO. ©

Zotz, newest game craze for 2 or more players. No.700. Label. Appl. author: Arthur Harris. © 16Feb56 (in notice: 1955); KK115729.

HARRIS-SEYBOLD CO. ©

Harris impressions published for the lithographic industry. Graphic arts equipment. Appl. author: Raymond W. Mulcahy.

Feb. 1956. 5 p. © 24Feb56 (in notice: 1955); KK115378.

May-Sept. 1955. 6 p. © 24Oct55; KK115377.

HARRISON, HARRY L. d.b.a. HARRISON HOUSE. SEE Harrison House.

HARRISON HOUSE.

Congratulations on the birth of ---. Silverware. Card. © Harry L. Harrison d.b.a. Harrison House; 11Jan56 (in notice: 1955); KK113180.

HARTLAND PLASTICS, INC. ©

Madonna of Grace. (4" X 6" card with design and poem) Small religious statue. © 9Jan56; KK114838.

HARTMAN, BILL & DICK BIBLER d.b.a. NATION-WIDE EDUCATION SERVICE. SEE Nation-Wide Education Service.

HART'S.

A Christmas dream gift. (Jolly genie) Department store merchandise. (In San Jose evening news, Nov. 29, 1955, p.4-5) Appl. author: Betty Jane Samuels. © Hart's Dept. Store t.a. Hart's; 29Nov55; KK115157.

HART'S DEPT. STORE t.a. HART'S. SEE Hart's.

HARTSELL, HAROLD E. ©

Miracle jewelry cleaner makes your jewelry sparkling new. 8 fl. oz. Label. © 22Apr55; KK117534.

HARVESTORE DIVISION, A. O. SMITH CORP. SEE Smith (A. O.) Corp.

HASSENFELD BROS., INC. ©

Hasbro's playground. 2705. Game. Label. Appl. author: George Barton. © 10Jan56; KK113999.

Magic miles, a new game to banish backseat boredom. 2740. Label. Appl. author: George Barton. © 10Jan56; KK114000.

Mingo. Game of Chinese bingo. 2625. Label. Appl. author: George Barton. © 10Jan56; KK114001.

pedigree, the quality 5¢ pencil, cheaper buy the dozen. (In Life, Aug. 29, 1955, p.46) Appl. author: Joseph M. Bernstein. © Empire Pencil Co., division of Hassenfeld Bros., Inc.; 29Aug55; KK113504.

Pooch, a new exciting game of dogs that try to outsmart the ever watchful dog catcher. 2630. Label. Appl. author: George Lerner. © 10Jan56; KK114002.

HATKE, ROY.

All aboard for better buys at Dyer's. Groceries. Mail folder. © Roy Hatke & Lee Dyer; 29Nov54; KK115306.

All roads lead to better buys at Dyer's Food Center. Mail folder. © Roy Hatke & Lee Dyer; 15Nov54; KK115308.

For he's a jolly, good fellow. Groceries. Mail folder. © Roy Hatke & Lee Dyer; 22Nov54; KK115307.

HATTEM, MARY F., WILLIAM R. HATTEM, A. R. MCCLANAHAN d.b.a. ICY-ADE PRODUCTS CO. SEE Icy-Ade Products Co.

HATTEM, WILLIAM R., MARY F. HATTEM, A. R. MCCLANAHAN d.b.a. ICY-ADE PRODUCTS CO. SEE Icy-Ade Products Co.

HAYDON (A. W.) CO. ©

Adjustable-hermetically sealed time delay relays, 6400, 11400, 24300 series. Bulletin A. W. H. TD 401. Nov. 1955. Sheet. © 1Nov55; KK113863.

Bulletin A. W. H. MO 804. 5700 series governed D. C. motor. Nov. 1955. Sheet. © 1Nov55; KK116571.

D. C. stop clocks, K15300 series. Bulletin A. W. H. ET 700. Nov. 1955. Sheet. © 1Nov55; KK113864.

Electro-Poise relay, miniature, hermetically sealed, general purpose relay. Type 300. Bulletin A. W. H. RY 1001. Feb. 1956. Sheet. © 1Feb56; KK113813.

Miniature-hermetically sealed repeat cycle timers 3600, 13600, 24400 series. Bulletin A. W. H. RC 200. Nov. 1955. Sheet. © 1Nov55; KK113861.

Special time delay relay. Bulletin A. W. H. TD 500. Nov. 1955. Sheet. © 1Nov55; KK113862.

24100 series, 400 cycle, A. C. timing motor. Bulletin A. W. H. MO 803. Aug. 1955. Sheet. © 1Aug55; KK113860.

HAYES, ARTHUR B., III t.a. SAFETY ENGINEERING, also t.a. A HIT PRODUCTION. SEE A Hit Production.

HEATLESS PERMANENT WAVE CO.

Directions: Willat Magic Rain permanent. 8 p. © I. A. Willat d.b.a. Heatless Permanent Wave Co.; 16Jan56; KK113379.

HEILEMAN (G.) BREWING CO. ©

Aged longer than any other beer. Tastes better because it's aged longer than any other beer. Heileman's Old Style lager. [Man in plaid sport shirt pouring beer into stein] (In Chicago daily tribune, May 2, 1956, pt.2, p.10) Appl. author: Earle Ludgin & Co. © 2May56; KK117081.

Gerste Käufer. Heileman's Special Export beer. (In Chicago daily tribune, Apr. 25, 1956, pt.4, p.3) Appl. author: Earle Ludgin & Co. © 25Apr56; KK116202.

Malzerei. Heileman's Special Export beer. (In Milwaukee sentinel, May 2, 1956, pt.2, p.3) Appl. author: Earle Ludgin & Co. © 2May56; KK116553.

Schaum. Heileman's Special Export beer. (In Chicago daily tribune, May 28, 1956, pt.4, p.2) Appl. author: Earle Ludgin & Co. © 28May56; KK116920.

Taste the difference time makes. Clock ad. Heileman's Old Style lager beer. (In The Fargo forum, Fargo, N. D., Apr. 24, 1956, p.9) Appl. author: Earle Ludgin & Co. © 24Apr56; KK116531.

Tastes better because it's aged longer than any other beer, Heileman's. Ask an old hand around beer why he'll take Heileman's Old Style lager ... (In The Eau Claire leader, Eau Claire, Wis., Apr. 11, 1956, p.14) Appl. author: Earle Ludgin & Co. © 11Apr56; KK115945.

Tastes better because it's aged longer than any other beer. Heileman's Old Style lager. Grenadier before ageing vats nos. 435 and 436. (In Chicago daily tribune, Mar. 1, 1956, section 4, p.20) Appl. author: Earle Ludgin & Co. © 1Mar56; KK114589.

Tastes better because it's aged longer than any other beer, Heileman's Old Style lager. These days it's refreshing ... (In The Eau Claire leader, Eau Claire, Wis., Mar. 7, 1956, p.12) Appl. author: Earle Ludgin & Co. © 7Mar56; KK114943.

Wasserleitung. Heileman's Special Export beer. (In Chicago daily tribune, Apr. 18, 1956, pt.4, p.2) Appl. author: Earle Ludgin & Co. © 18Apr56; KK115920.

HEINLEY, PAUL. ©

Architects approve Paul Heinley's movable shutters. (In Architectural forum, May 1954) © 12Mar54; KK113110.

Paul Heinley penny saver shutters. Instructions for completing and finishing your own movable shutters. Sheet. © 19Dec55; KK113895.

See inside for our newest Shoji shutters, doors, screens. Folder. © 11May56; KK116994.

HEINN CO. ©

Acme's sales soar 20 °/o in 3 months with Heinn loose-leaf binders. (In Industrial distribution, Apr. 1956, p.279) Appl. author: Morrison-Greene-Seymour, Inc. © 31Mar56; KK116177.

A sales tip ... Are you represented at this buying conference? Loose-leaf binders. Mail folder. Appl. author: Paulson-Gerlach & Associates, Inc. © 19Jan56 (in notice: 1955); KK113648.

HEKMAN BISCUIT CO. DIVISION, UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.

HEKMAN RUSK CO. ©

Dutch rusk, the toast supreme. Contents 12 rusks. Label. © 28Jul55; KK113441.

HELLER (B.) & CO. ©

Step-up sausage sales with Bull Meat Brand, your best buy in binder. Flour. (In The National provisioner, Apr. 14, 1956, cover) Appl. author: Henry G. Burger. © 19Mar56; KK115623.

HENDERSON, WILLIAM P.

Auto glass price list & labor prices. (Combination auto glass price list & labor prices) Mar. 1956, rev. 5 p. © William Peter Henderson; 1Mar56; KK115427.

HENNAFOAM CO. ©

New Hennafoam Gleam shampoo. Contents 3 fl. ozs. Label. © 15Mar55; KK113446.

HERBERT SCHLANGER CO. SEE Schlanger (Herbert) Co.

HERBSTER FURNACE CO. ©

The aristocrat of space saving furnaces, Herbster Lifetime highboy gas furnaces. Bulletin HB-56. Folder. Appl. author: John A. Ashby. © 20Feb56; KK114361.

The grand champion of them all. Herbster Lowboy. Bulletin LB-56. Folder. Appl. author: John A. Ashby. © 20Feb56; KK114362.

Revolutionary new wind-dryer principle of drying clothes. Herbster Heat-N-Dry. Bulletin C-56. Folder. Appl. author: John A. Ashby. © 20Feb56; KK114360.

HERCULES MOTORS CORP. ©

Turbo-Charged Diesel. Model TCD-501. Bulletin no.D-534. Folder. Appl. author: Ralph Eugene Heischman. © 22Jun56; KK117672.

Turbo-Charged Diesel. Model TCD-895. Bulletin no.D-561. Folder. Appl. author: Ralph Eugene Heischman. © 22Jun56; KK117674.

Turbo-Charged Diesel. Model TCD-1468. Bulletin no.D-567. Folder. Appl. author: Ralph Eugene Heischman. © 22Jun56; KK117673.

HERCULES POWDER CO. ©

Carolinas Toxaphene newsletter. Spring 1956. Insecticide. Sheet. Appl. author: Edwin H. Ginn. © 9May56; KK116477.

The case for beverage cases. Lacquer. Folder. Appl. author: Russell F. Applegate. © 27Apr56; KK116274.

Checking in furniture finishes; a pictorial presentation. Lacquer. Folder. Appl. author: James L. Anderson. © 10Oct55; KK113172.

From tack rags to luxury. Abitol. Folder. Appl. author: Frederick E. Schmitt, Jr. © 5Apr56; KK115580.

Hercules conversion chart for cellulose viscosities. Folder. Appl. author: John K. Speicher. © 16Nov55; KK113848.

Hercules MpT, technical Methyl Para-Toluate. Folder. Appl. author: Russell F. Applegate. © 13Jan56; KK113394.

Hi-Fax, information on a new ethylene polymer made by the Hercules process. Folder. Appl. author: Philip A. Belk. © 11Jan56; KK113393.

Mono-PE, zero-ash, dust free. Folder. Appl. author: Frederick E. Schmitt, Jr. © 29Feb56; KK114719.

News about Toxaphene in the Rio Grande Valley. Insecticide. Mail folder. Appl. author: Edwin H. Ginn. © 28Mar56; KK115328.

HEUBLEIN.

It's yummy, the one and only maple flavored hot oat cereal. Maypo oat cereal. (In The Evening bul-

HEUBLEIN. Cont'd.

letin, Jan. 11, 1956, p.23) Appl. author: Bryan Houston, Inc. © Maltex Co., a division of Heublein; 11Jan56; KK113232.

Yummy in the tummy, the one and only maple flavored hot oat cereal. Maypo. (In The Evening bulletin, Jan. 30, 1956, p.21) Appl. author: Bryan Houston, Inc. © Maltex Co., a division of Heublein; 30Jan56; KK113841.

HICKOK MANUFACTURING CO.

Caribbean Casuals, smartest belts under the sun. (In Collier's, May 25, 1956, p.75) Appl. author: Kastor, Farrell, Chesley & Clifford. © Hickok Manufacturing Co. a.k.a. Hickok; 10May56; KK116426.

Continental Casuals, coolest belts under the sun. (In Collier's, May 25, 1956, p.74) Appl. author: Kastor, Farrell, Chesley & Clifford. © Hickok Manufacturing Co. a.k.a. Hickok; 10May56; KK116427.

Let's all vote for dad ... Hickok gift show, new giant collection of beautiful gifts for every occasion. Brush kits, manicure kits, belts, wallets, etc. (In Collier's, June 22, 1956, p.46-47) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 7Jun56; KK117240.

Magic Islands belts for men. (In Esquire, Apr. 1956, p.34) Appl. author: Kastor, Farrell, Chesley & Clifford. © Hickok Manufacturing Co. a.k.a. Hickok; 8Mar56; KK116390.

Magic Islands jewelry for men. (In Esquire, Apr. 1956, p.35) Appl. author: Kastor, Farrell, Chesley & Clifford. © Hickok Manufacturing Co. a.k.a. Hickok; 8Mar56; KK116389.

World's most popular belt, Sierra belts, by Hickok. (In Look, Apr. 3, 1956, p.46) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 20Mar56; KK116392.

World's most preferred jewelry, Gentlemen's Jewelry, by Hickok. (In Look, Apr. 3, 1956, p.47) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 20Mar56; KK116391.

HICKORY-NUGGETS CO. ©

The new, safe way to start fires ... Hickory-Lite kindlers. 6 double pieces. Label. © 28Sep55; KK113901.

A new taste additive for outdoor cooking, not a fuel, Hickory, smoke flavoring, granules. 48 oz. by volume. Label. © 15Nov55; KK113900.

Safe way to start fires; the new Hickory Lite Kindlers, the amazing concentrated kindling. Folder. © 28Sep55; KK113428.

HI-JAC CORP. d.b.a. JACSTERS. SEE Jacsters.

HILLCREST FARMS.

Hillcrest, quick frozen, all white meat, Rock Cornish game bird; oven ready. Label. © Debow & Co. d.b.a. Hillcrest Farms; 23Feb56 (in notice: 1955); KK114724.

HILLS BROS. COFFEE, INC. ©

Could your organization use some money? Adform 164. Sheet. © 13Feb56; KK114876.

Could your organization use some money? Adform 165. Poster. © 13Feb56; KK114877.

Hills Bros. coffee offers you 6 Cannon terry guest towels in a rainbow of decorator colors. (In San Francisco examiner, Apr. 5, 1956, section 3, p.6) Appl. author: N. W. Ayer & Son, Inc. © Hills Bros. Coffee, Inc.; 5Apr56; KK116813.

Hills Save-A-Band, a group plan for raising money, bonus certificate. 50 band ... © 8Dec55; KK114700.

Hills Save-A-Band special. Sheet. © 8Dec55; KK113763.

The most colorful coffee promotion in years. Hills Bros. Cannon guest towel offer. (In Pacific Coast review, Apr. 1956, p.9) Appl. author: N. W. Ayer & Son, Inc. © Hills Bros. Coffee, Inc.; 1Apr56; KK116812.

HILTI RAPID FASTENING SYSTEMS, INC. ©

Hand driven ... Conical studs and pins. Hit-It with Hilti. Folder. Appl. author: H. Peter Rossiger. © 27Feb56; KK114461.

HIRAM WALKER & SONS, INC. SEE Walker (Hiram) & Sons, Inc.

HIRSCH (B. F.) INC.

Wedding ring masterpieces; bridal ring masterpieces. Interlocking sets. Folder. © B. F. Hirsch, Inc.; Arthur M. Buxbaum, vice-pres.; 1Jun56; KK116923.

HIRSH (S. A.) MANUFACTURING CO. ©

At last, order in the house with Shelv-It-All, all steel storage units. Streamer. Appl. author: Sander Allen. © 15Jun56; KK117525.

Evans Supermarkets, Huntington, West Virginia, displays and sells more merchandise, does a better job with new Showline shelving, by Hirsh. Sheet. Appl. author: Sander Allen. © 1May56; KK116323.

Hirsh, display equipment, accessories for better self-service selling. Hirshline wire shelf baskets ... Sheet. Appl. author: Sander Allen. © 1May56; KK116322.

Hirsh standard steel shelving uprights for economical do-it-yourself wall or gondola shelving. Folder. Appl. author: Sander Allen. © 19Jun56; KK117524.

Specifications sheet. Effective Feb. 1, 1956. Shelv-It-All. Appl. author: David Y. Shulman. © 20Jan56; KK114316.

Specifications sheet; Shelv-It-All made exclusively by Hirsh, all prices F. O. B. Skokie, Illinois. Effective May 1, 1956. Perfect for neat, organized storage ... Sheet. Appl. author: Sander Allen. © 1May56; KK116324.

Specifications sheet; Shelv-It-All made exclusively by Hirsh, all prices F. O. B. Skokie, Illinois. Effective May 1, 1956. Shelv-It-All model SV412. Sheet. Appl. author: Sander Allen. © 1May56; KK116325.

A HIT PRODUCTION.

Hickok car crash safety belts fasten to frame of car. Display card. © Arthur B. Hayes, III t.a. Safety Engineering also t.a. A Hit Production; 20Feb56; KK114148.

HOAGUE-SPRAGUE CORP. ©

Buffalo Billy's for boys. B 348 AB. Shoe boxes. Label. © 19Jan56; KK114098.

Chase's Debs. C-370AB. Shoe boxes. Label. © 4Jun56; KK117438.

Hollywood Screen Star. H 190 AB. Shoe boxes. Label. © 21May56; KK117038.

Jay Walkers. J125B. Shoe boxes. Label. © 4Jun56; KK117344.

Little Jay Walkers. L280B. Shoe boxes. Label. © 4Jun56; KK117343.

Pussy Pats. P258 AB. Shoe boxes. Label. © 29May56; KK116976.

Walk-N-Eze. W-137-AB. Shoe boxes. Label. © 18May56; KK116779.

HODES-DANIEL CO., INC.

Cash baby bond. Serial no.475. Loan advertising. Sheet. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 1Jun56; KK117574.

Easter-gram. Loan advertising. Sheet. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 16Jan56; KK113687.

Maybe you'll get a raise, but for money right away, see Interstate today. Loan advertising. Folder. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 1Jun56; KK117573.

Maybe you'll marry a millionaire, but for money right away, see Interstate today. Loan advertising. Folder. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 1Jun56; KK117569.

Maybe you'll strike gold, but for money right away, see Local today. Loan advertising. Folder. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 1Jun56; KK117572.

Maybe you'll win the $64,000 question, but for money right away, see Interstate today. Loan advertising. Folder. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 1Jun56; KK117570.

Short of cash for summer needs? Ritter Finance Co., Inc. Loan advertising. Folder. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 1Jun56; KK117571.

Want extra cash for extra things this spring? Loan advertising. Sheet. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 16Jan56; KK113688.

HOLLAND (REGINALD H.) INC. ©

Map of the world as known 900 A.D. Mr. Caudle, let's explore new worlds. Electric products. Sheet. © 4Jun56; KK117237.

HOLLAND-RANTOS CO., INC. ©

How to use the Koro-Flex (contouring) diaphragm. Folder. Appl. author: Leo Coel. © 9Mar56; KK114789.

HOLLY SEA FOOD CO. ©

Sea Mark. Harpooner. Label. Appl. author: E. H. Farley. © 26Mar56; KK116276.

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Mr. Retailer, here is a famous taste treat, Hollywood's Tafy Nut. 1/8 lb. Candy. Label. © 27Apr56; KK116300.

HOLMAN, R. B.
Mark Twain de luxe channel cat bait. Label. © Rensel Bounds Holman; 5Mar56; KK114780.

HOLSUM BAKERY, ARIZONA.
1881-1956, Holsum Bakery celebrates 75th anniversary. Arizona's first choice in bread. Arizona's first large irrigation project, the Roosevelt Dam. (In Arizona days & ways magazine, Apr. 22, 1956, p.5) Appl. author: The W. E. Long Co. © Phoenix Holsum Bakery, Inc. d.b.a. Holsum Bakery, Arizona; 22Apr56; KK116876.

1881-1956, Holsum Bakery celebrates 75th anniversary. Holsum Bakery baking Arizona's finest bread since 1881. (In Arizona days & ways magazine, Feb. 5, 1956, p.11) Appl. author: The W. E. Long Co. © Phoenix Holsum Bakery, Inc. d.b.a. Holsum Bakery, Arizona; 5Feb56; KK115570.

1881-1956, Holsum Bakery celebrates 75th anniversary. In 1901 two famous natives, Holsum and Aunt Hattie bread had been pleasing ... (In Arizona days & ways magazine, May 6, 1956, p.9) Appl. author: The W. E. Long Co. © Phoenix Holsum Bakery, Inc. d.b.a. Holsum Bakery, Arizona; 6May56; KK117270.

1881-1956, Holsum Bakery celebrates 75th anniversary. [Moulder; unloading widget; front of plant] Bread. (In Arizona days & ways) Appl. author: The W. E. Long Co. © Phoenix Holsum Bakery, Inc. d.b.a. Holsum Bakery, Arizona; 22Jan56; KK115727.

1881-1956, Holsum Bakery celebrates 75th anniversary. Phoenix hails first railroad. (In Arizona days & ways magazine, Apr. 8, 1956, p.11) Appl. author: The W. E. Long Co. © Phoenix Holsum Bakery, Inc. d.b.a. Holsum Bakery, Arizona; 8Apr56; KK116209.

1881-1956, Holsum Bakery celebrates 75th anniversary. Since 1881 Arizona's bread favorites: Holsum and Aunt Hattie ... (In Arizona days & ways magazine, Mar. 25, 1956, p.5) Appl. author: The W. E. Long Co. © Phoenix Holsum Bakery, Inc. d.b.a. Holsum Bakery, Arizona; 25Mar56; KK116208.

Holsum Bakery celebrates 75th anniversary. Congress grants Arizona statehood. (In Arizona days & ways magazine, Feb. 19, 1956, p.11) Appl. author: The W. E. Long Co. © Phoenix Holsum Bakery, Inc. d.b.a. Holsum Bakery, Arizona; 19Feb56; KK115475.

HOLSUM UNIFIED BAKERS. ©
Are you a breakfast skipper? Bread. (In The Point Pleasant register, Point Pleasant, W. Va., Feb. 16, 1956, p.4) Appl. author: The W. E. Long Co. © 16Feb56; KK115255.

For better tasting meals, serve it with Holsum bread. (In Tampa morning tribune, Feb. 2, 1956, p.21-A) Appl. author: The W. E. Long Co. © 2Feb56; KK115407.

I'm no bar-b-q bum. Bread. (In The Free lance-star, Fredericksburg, Va., Mar. 8, 1956, p.12) Appl. author: The W. E. Long Co. © 8Mar56; KK115910.

I'm no bleater eater. Bread. (In The Free lance-star, Fredericksburg, Va., Feb. 2, 1956, p.15) Appl. author: The W. E. Long Co. © 2Feb56; KK115405.

I'm no cheeseburger cheater. Bread. (In Tupelo daily journal, Tupelo, Miss., Mar. 15, 1956, p.11) Appl. author: The W. E. Long Co. © 15Mar56; KK115909.

I'm no indoor Indian. Bread. (In The Miami herald, Mar. 29, 1956, p.20-E) Appl. author: The W. E. Long Co. © 29Mar56; KK115907.

I'm no lunch leaver. Bread. (In The Point Pleasant register, Point Pleasant, W. Va., Feb. 2, 1956, p.4) Appl. author: The W. E. Long Co. © 2Feb56; KK115254.

I'm no salad mauler. Bread. (In Tampa morning tribune, Mar. 15, 1956, p.6-B) Appl. author: The W. E. Long Co. © 15Mar56; KK115565.

I'm no snack snubber. Bread. (In Tampa morning tribune, Feb. 9, 1956, p.15) Appl. author: The W. E. Long Co. © 9Feb56; KK115253.

Is your boy a feast beast? Bread. (In Waterville morning sentinel, Mar. 8, 1956, p.17) Appl. author: The W. E. Long Co. © 8Mar56; KK116655.

Is your boy a holiday ham? Bread. (In Illinois State register, Springfield, Ill., Mar. 27, 1956, p.15) Appl. author: The W. E. Long Co. © 27Mar56; KK115906.

Is your boy an outer space eater? Bread. (In Ft. Lauderdale daily news, Jan. 26, 1956, p.3-D) Appl. author: The W. E. Long Co. © 26Jan56; KK115259.

Is your child a lunch lounger? Bread. (In Evening citizen, Laconia, N. H., Feb. 16, 1956, p.13) Appl. author: The W. E. Long Co. © 16Feb56; KK115564.

Is your child a supper bluffer? Bread. (In The Jennings daily news, Jennings, La., Feb. 2, 1956, p.9) Appl. author: The W. E. Long Co. © 2Feb56; KK115260.

Is your girl a toast teaser? Bread. (In Tampa morning tribune, Feb. 23, 1956, p.20) Appl. author: The W. E. Long Co. © 23Feb56; KK115257.

Is your husband a morning meany? Bread. (In Tampa morning tribune, Feb. 16, 1956, p.22-A) Appl. author: The W. E. Long Co. © 16Feb56; KK115256.

Is your husband a weight watcher? Bread. (In Laconia, N. H., evening citizen, Mar. 15, 1956, p.16) Appl. author: The W. E. Long Co. © 15Mar56; KK115912.

Is your son a breakfast battler? Bread. (In Chillicothe gazette, Feb. 16, 1956, p.6) Appl. author: The W. E. Long Co. © 16Feb56; KK115258.

Is your son a dinner dawdler? Bread. (In Illinois State register, Springfield, Ill., Mar. 20, 1956, p.20) Appl. author: The W. E. Long Co. © 20Mar56; KK115908.

Is your son a TV tyrant? Bread. (In Miami daily news, Apr. 5, 1956, p.10B) Appl. author: The W. E. Long Co. © 5Apr56; KK115911.

A new Hap Holsum adventure. Holsum white enriched bread. Appl. author: The W. E. Long Co.
The Flying saucer mystery. © 10Jan56; KK115038.
Trapped in Indian country. © 10Jan56; KK115037.

Serve it with Holsum. Fancy sandwiches. Bread. Poster. Appl. author: The W. E. Long Co. © 15May56; KK116874.

Serve it with Holsum. Poached egg, hash & juice. Bread. Poster. Appl. author: The W. E. Long Co. © 15Jan56; KK116875.

Serve it with Holsum. Soup & cheese sandwich. Bread. Poster. Appl. author: The W. E. Long Co. © 15Mar56; KK116873.

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Buy with confidence the miracle in chemistry, Fast-Klean, the new e-z way non-inflammable concentrate safe formula. Cleaning fluid. Sheet. © 21Mar56; KK115162.

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The hand that buys the home is particular about the windows. Rolls, by Horizon. (In House & home, Feb. 1956, p.195) © 26Jan56; KK115553.

The hand that powders the nose, buys the home. Sky-Vue, sliding glass doors, by Horizon. (In House & home, Feb. 1956, p.194) © 26Jan56; KK115554.

World's largest producer of sliding glass doors presents, a new Horizon in windows, the Rolls, sliding aluminum window. (In American builder, Jan. 1956, p.110) © 31Dec55; KK115369.

World's largest producer of sliding glass doors presents a new Horizon in windows, the Rolls sliding aluminum window. (In Building specialties & home improvement dealer, Jan. 1956, p.170) © 20Dec55; KK115552.

World's largest producer of sliding glass doors presents, the Rolls, sliding aluminum window, a new Horizon in windows. (In House & home, Jan. 1956, p.15) © 26Dec55; KK115370.

HOSPITAL SERVICE OF SOUTHERN CALIFORNIA. ©
And Blue Cross helped pay the bill. Hospital service plan. (In Los Angeles examiner, Apr. 17, 1956, section 1, p.18) Appl. author: Dan B. Miner Co. © 17Apr56; KK115951.

HOT DONUT.
The Hot Donut, delicious donuts, by Mister Tate O Nut, kettle fresh. Label. © Dayton O. Leiby d.b.a. Hot Donut; 8Jul54; KK116619.

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Makes your skin look born beautiful, Vibrance, creme masque, by DuBarry. New wake-up facial for all skin types. Folder. © 14May56; KK116927.

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Arm yourself now against insects, weeds, blight with low-cost Hudson sprayers and dusters. (In Flower grower, Apr. 1955, p.28) © 1Apr55; KK113465.

Best for applying any pesticide, Hudson sprayers and dusters. [Farm scenes; animals being sprayed; man on tractor spraying; sixteen types] (In Progressive farmer, June 1956, p.73) © 1Jun56; KK116915.

Best for applying any pesticide, Hudson sprayers and dusters. [Farm scenes; cattle being sprayed, tractors with spray attachments, eight styles of sprayers] (In Farm journal, May 1956, p.61) © 1May56; KK116913.

Best for applying any pesticide, Hudson sprayers and dusters. (In Better homes & gardens, June 1956, p.246) © 1Jun56; KK117274.

Best for applying any pesticide Hudson sprayers and dusters. [Man spraying flowers; twelve types of sprayers] (In Better homes & gardens, May 1956, p.355) © 1May56; KK116914.

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The easy, economical way to feed turkeys, Hudson all-steel range feeder. No.8015. Sheet. © 30Jul53; KK113531.

For the first time the magic of stainless steel in a hand sprayer; Hudson Eclipse. Pamphlet. © 30Apr52; KK114816.

How to assemble and operate your Hudson All-Krop boom. Farm machinery. 3 p. © 30Mar54; KK113526.

Hudson Eclipse, all-stainless steel sprayer ... Sheet. © 30Sep54; KK113530.

Hudson Favorite. No.9A. Compression sprayer. Label. © 1Jun52; KK113470.

Hudson feed trucks. No.1404, no.1504. Sheet. © 30May55; KK114806.

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Hudson Super-Mist Nebu-Lizors. Greatest advance in the history of intermittent sprayers. Sheet. © 30Apr54; KK113466.

Hudson tandem milking stall. Sheet. © 31Dec53; KK113471.

Hudson wash tanks. Folder. © 30May55; KK114812.

Kleen-Aire, the big value in low cost ventilating outfits. Sheet. © 30May55; KK114811.

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The line most easily sold. Power sprayers: Suburban; Matador; Defender. Sheet. © 30Nov54; KK113523.

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New Hudson lane type stall. Barn equipment. Sheet. © 31Dec53; KK113472.

Now at -- Your best buy in hog equipment. Hudson Profi-Matic hog feeders. Folder. © 30Mar55; KK113527.

Now at -- Your best buy in stock tanks. Folder. © 30Mar55; KK113528.

Now, for fast sales at a good profit, packaged parts for Hudson compression sprayers. Sheet. © 30Mar55; KK113468.

No.140 Hudson Kleen-Ezy feeder. Poultry equipment. Label. © 30Nov55; KK116483.

Shortest route to bigger profits from poultry equipment, Hudson Best Profit Plan. Folder. © 30Sep55; KK113529.

Some of the many places on your farm where you can increase profits, save time and work now with Hudson sprayers and dusters. (In Successful farming, May 1954, p.27) © 25Apr54; KK113784.

Suburban 10-gallon power sprayer. Sheet. © 29Feb56; KK114807.

Take another look, mister, here are the hottest sprayers in the business. New Hudson Hydra-Gun all-purpose sprayers. Sheet. © 30Oct54; KK113473.

This book of recommended values comes to you from John J. Jones. Poultry equipment. Mail folder. © 30Sep55; KK116978.

Utility compressed air sprayers. Nos.30 & 15. Sheet. © 30Sep55; KK113521.

Yippee, trade in old equipment on new Hudson Profi-Matics. Hudson old hog equipment round-up. (In Successful farming, May 1954, p.123) © 25Apr54; KK113785.

Yippee, trade in old equipment on new Hudson Profi-Matics. Hudson old hog equipment round-up. Poster. © 31May54; KK114810.

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Hughes Memotron. (In Tele-Tech & electronic industries, Apr. 1956, p.99) Appl. author: Foote, Cone & Belding. © Hughes Products, a division of Hughes Aircraft Co.; 20Mar56; KK115846.

Hughes Memotron, a new type of cathode ray tube. (In Tele-Tech & electronic industries, May 1956, p.98) Appl. author: Foote, Cone & Belding. © 20Apr56; KK116629.

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Portrait of reliability. Hughes silicon junction diodes. (In Tele-Tech & electronic industries, Apr. 1956, p.11) Appl. author: Foote, Cone & Belding. © Hughes Products, a division of Hughes Aircraft Co.; 20Mar56; KK115847.

Portrait of reliability. Hughes silicon junction diodes. (In Tele-Tech & electronic industries, Apr. 1956, p.11) Appl. author: Foote, Cone & Belding. © 20Mar56; KK116630.

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The Surfliner, 19' and 21' outboard or inboard cruisers. Built by Smallcraft. Folder. © 15Apr56; KK117202.

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It's Hunt's, it's got sweet-spice flavor. It's just what a cheeseburger needs. Tomato catsup. (In The American weekly, Feb. 5, 1956, p.26) Appl. author: Young & Rubicam, Inc. © 5Feb56; KK115761.

It's Hunt's. It's got sweet-spice flavor. It's just what hamburgers need. Hunt's tomato catsup. (In Life, Jan. 9, 1956, p.48) Appl. author: Young & Rubicam, Inc. © 5Jan56; KK114852.

Oh, mamma mia, wait till you taste chicken cacciatora made with Hunt's tomato paste. (In Woman's day, Feb. 1956, p.76) Appl. author: Young & Rubicam, Inc. © 25Jan56; KK114862.

Oh, mamma mia, wait till you taste pizza made with Hunt's tomato paste. (In McCall's, Feb. 1956, p.121) Appl. author: Young & Rubicam, Inc. © 19Jan56; KK114861.

Quick stunts ... Fancy frank fry. Hunt's tomato sauce. (In McCall's, Feb. 1956, p.83) Appl. author: Young & Rubicam, Inc. © 19Jan56; KK114863.

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Jumbo Cane, by Hurricane. Furniture. Label. © 13Nov55; KK112986.

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Hot dog, now taste real Chuck-Wagon flavor. Hygrade's all beef frankfurters. (In Chicago daily tribune, Apr. 24, 1956, pt.2, p.9-10) Appl. author: W. B. Doner & Co. © 24Apr56; KK116066.

HYPER-HUMUS CO. ©
Put millions of tiny gardeners to work in your soil. Reed & sedge peat. (In The Philadelphia inquirer, Mar. 11, 1956) Appl. author: Samuel P. Wetherill. © 11Mar56; KK115121.

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ICY-ADE PRODUCTS CO.
Icy-Malt. Chocolate flavored. Name encased in ice cubes. 1 ounce net weight. Powdered concentrates for soft drinks. Label. © William R. Hattem, Mary F. Hattem, A. R. McClanahan d.b.a. Icy-Ade Products Co.; 2May56; KK116302.

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Fish. Sportswear. Label. Appl. author: Buffalo Woven Label Works, Inc. © 3Jan56; KK115402.

Fish and hook. Sportswear. Label. Appl. author: Buffalo Woven Label Works, Inc. © 3Jan56; KK115404.

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Glasticote-18 compound, a nonflammable liquid for cleaning, polishing and protecting plastic and glass surfaces. Label. Appl. author: Robert Henry Killion. © 8May52; KK115097.

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Electrolytic conductivity equipment, for the measurement and control of solution concentration. Catalog no.22. 15 p. Appl. author: John H. Williamson. © 30Nov55; KK113311.

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Stage Coach brand pure egg noodles. 12 ozs. net. Label. © 15Dec55; KK113680.

INSUL-MASTIC CORP. OF AMERICA. ©
Insul-Mastic protective coatings. 7 p. © 22Nov55; KK116115.

INSUROMEDIC LIFE INSURANCE CO. ©
New, Texas style Double Duty 21 security, savings. Sheet. Appl. author: Pioneer Fisher. © 7Feb56; KK114905.

INTERNATIONAL BIOTICAL CORP. ©
Pimples? Blackheads? Acne? Doctors show how you can grow a fresh, new skin. E. H. S. skin treatment. (In Daily news, New York, Feb. 20, 1956, p.21C) © 20Feb56; KK114686.

Why doctors often recommend infrared heat for help in the temporary palliative relief of certain minor aches and pains ... Folder. © 1Oct54; KK114919.

INTERNATIONAL BUSINESS MACHINES CORP. ©
Can IBM electronics profit your company? Data processing. (In Management methods, Feb. 1956, p.13) Appl. author: Benton & Bowles, Inc. © 5Feb56; KK117015.

For the most eye-catching letters in the world. Electric typewriters. (In Business week, Nov. 12, 1955, p.61) Appl. author: Benton & Bowles, Inc. © 11Nov55; KK117011.

IBM leadership in action: Panel of decision makers. IBM data processing. (In U. S. news & world report, July 22, 1955, p.67) Appl. author: Benton & Bowles, Inc. © 18Jul55; KK114166.

IBM leadership in action: Parade with a purpose. IBM data processing. (In U. S. news & world report, Sept. 9, 1955, p.107) Appl. author: Benton & Bowles, Inc. © 5Sep55; KK114165.

IBM progress report for business. IBM data processing. (In Business machines, Jan. 6, 1956, general section, p.12) Appl. author: Benton & Bowles, Inc. © 27Dec55; KK117009.

No, the IBM electric can't answer the phone, but it will do more than any other typewriter ... (In Nation's business, Jan. 1956, p.4 of cover) Appl. author: Benton & Bowles, Inc. © 24Dec55; KK117012.

Now you can cut operating costs automatically. New IBM central control system. (In Business week, Aug. 13, 1955, p.119) Appl. author: Benton & Bowles, Inc. © 12Aug55; KK114164.

Stop watch accuracy on job cost records. Time recording equipment. Folder. Appl. author: International Business Machines Corp., as employer for hire of William F. Schilling. © 10Feb54 (in notice: 1953); KK113644.

There's a world of difference between letters. Electric typewriters. (In Fortune, Apr. 1956, p.97) Appl. author: Benton & Bowles, Inc. © 27Mar56; KK117016.

To the business executive who wants the soundest investment for his office. Electric typewriters. (In Fortune, Feb. 1956, p.18) Appl. author: Benton & Bowles, Inc. © 31Jan56; KK117013.

Two IBM high speed printers, 719 and 730, 1000 lines a minute. Folder. © 15Dec55; KK114653.

What's the right way to bring the benefits of electronics to your business? IBM data processing. (In Business machines, Feb. 17, 1956, general section, p.12) Appl. author: Benton & Bowles, Inc. © 10Feb56; KK117010.

Your top management wants data processing information, here's how you can help. (In American business, Jan. 1956, p.37) Appl. author: Benton & Bowles, Inc. © 3Jan56; KK117014.

INTERNATIONAL DIAMOND GUILD. ©
Certificate for Diamond Guild dividend stamps. Folder. © 5Apr56; KK116103.

INTERNATIONAL ELECTRIC CO. ©
Ask for free trial offer, new International 375 battery fencer. Display card. Appl. author: Lloyd Wilbur Byrnes. © 27Dec55; KK114824.

The electric fencer weeds won't short. Fence-O-Matic. Sheet. Appl. author: Lloyd Wilbur Byrnes. © 3Feb56; KK114720.

Goes up fast, costs way less, holds livestock for sure, International Fence-O-Matic, electric fencing. Appl. author: Lloyd Wilbur Byrnes. © 3May56; KK116522.

Kills weeds, stops fence shorts. International Weed chopper electric fencer. Streamer. Appl. author: Lloyd Wilbur Byrnes. © 29Dec55; KK113923.

New Fence-O-Matic, the improved International Weed Chopper, electric fencer. Display card. Appl. author: Lloyd Wilbur Byrnes. © 27Dec55; KK114825.

New International Fence-O-Matic. International economy hi-line and battery models. Electric fencers. Catalog sheet. Appl. author: Lloyd Wilbur Byrnes. © 31Jan56; KK114146.

New, triple action, stock stopper. International Fence-O-Matic. Mail folder. Appl. author: Lloyd Wilbur Byrnes. © 21Dec55; KK113920.

Now, electric fencing that weeds won't short. Fence-O-Matic. Appl. author: Lloyd Wilbur Byrnes. © 5Apr56; KK116038.

Save money here. One stop electric fence service. Mail folder. Appl. author: Lloyd Wilbur Byrnes. © 21Dec55; KK113921.

The sure stop to control your stock. Hi-Line models. International electric fencers. Display card. Appl. author: Lloyd Wilburn Byrnes. © 22Dec55; KK113922.

The sure stop to control your stock. International electric fencers. Folder. Appl. author: Lloyd Wilbur Byrnes. © 20Dec55; KK113919.

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All new Playtex Magic Controller with new magic fingers holds you in beautifully, in wonderful comfort. (New Magic Controller stuffer, P1137) Sheet. © 8Dec55; KK113301.

Announcing the Playtex Party Pants festival for extra pre-summer volume. (Playtex Party Pants presentation sheet 1-900-5282) Baby pants. © 19Mar56; KK116645.

Buyers, merchandise managers, wow, Playtex goes into high-style Topper Set business. Baby clothes. (In Infants' & children's review, INTERNATIONAL LATEX CORP. © Cont'd.

May 1956, p.32) Appl. author: Reach, Yates & Mattoon, Inc. © 10May56; KK116739.

Cleansers, bleaches, detergents damage hands. Playtex Living gloves. (In Sunday news, N. Y., Feb. 12, 1956, coloroto magazine section, p.2) Appl. author: Reach, Yates & Mattoon, Inc. © 12Feb56; KK114156.

Enjoy heavenly comfort, all day long, for every summer activity. (Playtex Living bra ad no.102) Sheet. © 4May56; KK117588.

Enjoy heavenly comfort all day long for every summer activity. (Playtex Living bra ad no.BR99) Sheet. © 4May56; KK117598.

Famous Playtex figure consultant, Miss Betty Keller, now in our corset department solves all your figure problems free. 7-900-6530. Counter card. © 15Feb56; KK115264.

For a colorful, comfortable Christmas, Playtex Happy pants. (In Life, Dec. 6, 1954, p.5) Appl. author: Reach, Yates & Mattoon, Inc. © 6Dec54; KK115226.

For an eye-stopping figure with heavenly comfort in slacks, swimsuits, shorts, all sportswear, Playtex Living panty briefs. Ad no.7-4-6474. Sheet. © 4Apr56; KK116288.

For the first time available to hardware stores, Playtex Hand Saver gloves, America's number 1 economy glove. 3-5-5271. Sheet. © 20Feb56; KK115266.

For the first time available to hardware stores, Playtex Living gloves, America's top-selling household glove. 3-5-5272. Sheet. © 20Feb56; KK115265.

From detergents, cleansers, bleaches, lovelier hands in 9 days. Playtex. (Living glove acetate streamer, 299-051) © 3Jan56; KK114125.

Heavenly comfort, all day long, for every activity. (Playtex Living bra ad no.BR106) Sheet. © 4May56; KK117589.

How to set up your Playtex counter merchandiser, no.7. (Instruction sheet, 199-362) Baby pants. © 17Jan56; KK114128.

How to set up your Playtex Dress-Eez counter display, nos. 4660 & 3682. (Instruction sheet, 112-361) Baby pants. © 11Jan56; KK114132.

How to set up your Playtex gondola merchandiser, no.8. (Instruction sheet, 199-361) Baby pants. © 17Jan56; KK114130.

How to set up your Playtex silk counter merchandiser, no.3684. (Instruction sheet, 113-361) Baby pants. © 11Jan56; KK114131.

How to set up your 3 dozen Playtex Living glove display no.3685. (Instruction sheet, 299-361) © 11Jan56; KK114129.

I just adore a cool, cool man. Playtex waterproofed silk panty. (In The New York times magazine, Feb. 26, 1956, p.2) Appl. author: Reach, Yates & Mattoon, Inc. © 26Feb56; KK114792.

Instruction for assembly of Dryper floor self-serv no.3686. Dryper pads & panties. Sheet. © 4May56; KK117600.

— introduces the new girdles with less weight and more hold-in power than you've ever dreamed possible. New Playtex Living girdles. (Living lightweight and de luxe girdle ad no.7-3-6472) Sheet. © 17Feb56; KK114136.

Introducing another Fabricon miracle, Playtex Living girdle, de luxe lightweight. (Living lightweight de luxe girdle insert, 7-3-6550) © 14Feb56; KK114127.

Introducing the new nursery star, Playtex Twinkle Party Pants. (Twinkle Party Pants) Sheet. © 4Mar56; KK117585.

Introducing the newest Playtex Living girdle made of split-resistant Fabricon de luxe lightweight. (Foy card 7-3-6530) © 14Feb56; KK114137.

It's here, the strapless bra that stays up all day long in heavenly comfort. (New Playtex Living strapless bra ad no.BR109) Sheet. © 4May56; KK117590.

It's here, the strapless bra that stays up all day long in heavenly comfort. (Playtex Living strapless bra ad no.BR112) Sheet. © 4May56; KK117591.

It's time for Playtex panty briefs. Girl in locker room. 7-4-6510. Card. © 20Apr56; KK117597.

It's time for Playtex panty briefs. Girl in locker room. 7-4-6531. Streamer. © 20Apr56; KK117602.

Less weight and more hold in power than you've ever dreamed possible. Playtex light-weight girdle. 304-231. Card. © 20Feb56; KK115270.

May white sale, Playtex Heart-Rest pillows. A bargain at regular prices, they're a must at special white sale prices. Ad no.4-6-6470. Sheet. © 23Apr56; KK117595.

More freedom, Playtex light-weight girdle made of new, figure-slimming Fabricon, cool, downy-soft cotton and latex, split-resistant. Label. © 1Aug55; KK117583.

The naked truth about the girl next door. Playtex girdles. (In The American weekly, Nov. 6, 1955, p.4) Appl. author: Foote, Cone & Belding. © 6Nov55; KK116344.

New Playtex disposable Dryper pads and panties, for home and travel, medicated to stop baby's diaper rash. Display card 1-8-6510. © 4May56; KK117586.

The new, softer, stronger disposable diapers. (Playtex Dryper pad & panty mat no.1-8-6470) Baby on train. Sheet. © 26Apr56; KK117592.

Now, the new girdles with less weight and more hold-in power than you've ever dreamed possible. New Playtex Living girdles: regular lightweight; de luxe lightweight. 7-3-6532. Streamer. © 9Mar56; KK115269.

One zip and you're a size smaller, instantly. (New Playtex Magic Controller ad no.7-7-6471) Girdle. Sheet. © 19Apr56; KK117596.

One zip and you're a size smaller, instantly. (Playtex Magic Controller ad no.7-7-6473) Girdle. Sheet. © 19Apr56; KK117594.

Party pretty. Playtex Party Pants: Twinkle; tailored ... Ad no. 1-900-6477. Sheet. © 9Apr56; KK116287.

Party-pretty fashions in nylon. Playtex Party Pants: Twinkle & tailored. (In Coloroto magazine (New York Sunday news), May 13, 1956, p.16) Appl. author: Reach, Yates & Mattoon, Inc. © 13May56; KK116608.

Playtex bras glorify every figure. Playtex High Style bra; Playtex Living bandeau; Playtex Living long line. Ad no.8-900-6477. Sheet. © 12Apr56; KK116290.

Playtex Dress-Eez stay soft. Baby pants. (In New York Sunday news, Feb. 19, 1956, p.46) Appl. author: Reach, Yates & Mattoon, Inc. © 19Feb56; KK114400.

Playtex Dress-Eez, waterproof baby pants. These are the pants that stay soft. (In The American weekly, Apr. 15, 1956, p.24) Appl. author: Reach, Yates & Mattoon, Inc. © 15Apr56; KK115899.

Playtex Dryper pads and panty; gift package. No.4533. Small size. Label. © 26Apr56; KK117584.

Playtex introduces the amazing new girdle material, figure-slimming Fabricon. Sensational new Playtex light-weight girdle ... (In Family weekly magazine, Sept. 11, 1955, p.12) Appl. author: Foote, Cone & Belding. © 11Sep55; KK116346.

Playtex introduces the amazing new girdle material, figure-slimming Fabricon. Sensational new Playtex light-weight girdle ... (In Sunday news, New York, Sept. 11, 1955, p.38) Appl. author: Foote, Cone & Belding. © 11Sep55; KK116343.

Playtex is offering this tremendous get acquainted saving on their High Style bra ... (Playtex High Style bra mat ad 404-125) Sheet. © 29Dec55 (in notice: 1956); KK114123.

Playtex Living bra. New long-line model with exclusive magic midriff. Style 261 & 262. Label. © 21Nov55; KK117582.

Playtex Living girdle ... de luxe lightweight, boneless non-roll waist, split resistant ... Label. © 3Mar56 (in notice: 1955); KK117579.

Playtex puts motion in promotion. (Sale envelope 4-507-5280) Pillows. © 26Apr56; KK117599.

Playtex silk waterproofed panty. No. 484. Large. Label. © 27Jan56 (in notice: 1955); KK117580.

Playtex tailored Party Pants, nylon snap panty for boys and girls. No.475. Extra-large. Label. © 17Mar56 (in notice: 1955); KK117581.

Playtex, the name mothers trust for baby's comfort. (Gondola display (infants wear) top sign, 199-221) © 23Jan56; KK114126.

Playtex Tiny Deb Party Pants. A beruffled confection of nylon marquisette, delicately patterned. No.471. Label. © 4Apr56 (in notice: 1955); KK116286.

Playtex took the $2,500,000 household glove market and built it into a $7,500,000 gold mine for you. (Playtex house and garden glove folder 3-4-5280) © 9Apr56; KK116644.

Playtex Twinkle Party Pants. Exquisite nylon marquisette ... Pink stars on white; white stars on white. Label. © 22Aug55; KK113300.

Playtex Twinkle Party Pants, cutest nursery fashion, adorable gift for baby. Cellophane streamer 1-15-653. © 26Apr56; KK117601.

Playtex waterproof Dress-Eez, pull-on panty. Soft, pliable, waterproof vinyl ... No.485. Medium. Label. © 27Jan56 (in notice: 1955); KK117603.

Positive protection for all heavy duty household and garden tasks, new double-duty Playtex house and garden gloves. (Playtex house and garden glove card 3-4-6510) © 26Apr56; KK117587.

Sale discontinued styles Playtex waterproof latex baby pants. (Baby pants sale streamer, 114-221) © 23Dec55 (in notice: 1956); KK114121.

Sale Feb. 26 - March 17, Playtex High Style bra, the bra with the Nylon Y for young divide. (Playtex High Style bra sale streamer, 404-062) © 29Dec55 (in notice: 1956); KK114122.

Sale, February 26 to March 17, Playtex High Style bra. (Playtex High Style bra display sale T) Card 404-041. © 4Jan56; KK114387.

Sale, last 5 days. (Playtex High Style bra mat ad 404-126) Sheet. © 29Dec55 (in notice: 1956); KK114124.

Says —, this year the fashion line is the long line and Playtex has the perfect bra and girdle for it. (Long line Living bra & Magic Controller girdle ad no.7-900-6470) Sheet. © 10Feb56; KK114135.

Sittin' on a cloud in my new Playtex Powder Puff pants. (In New York Sunday news, Jan. 22, 1956, p.46) Appl. author: Reach, Yates & Mattoon, Inc. © 22Jan56; KK113682.

Spring fashions for the very young in heart. Playtex baby pants. (In True story, Apr. 1956, p.20) Appl. author: Reach, Yates & Mattoon, Inc. © 10Apr56; KK114873.

Suddenly, you're glamorous. Dancing scene. Playtex Living bra. (In Glamour, Jan. 1956, p.13) Appl. author: Foote, Cone & Belding. © 22Dec55; KK116657.

Suddenly, you're glamorous. Playtex Living bra makes you free, lithe and beautiful with heavenly comfort. (Living bra 4 color eyebeam counter card, P1145) © 30Nov55; KK113302.

Tells the naked truth about the girl in the locker room. Playtex panty briefs. Ad no.7-4-6470. Sheet. © 12Apr56; KK116289.

This is living. Couple in evening clothes. Playtex Living bra. (In The New York times magazine, Oct. 9, 1955, section 6, p.2) Appl. author: Foote, Cone & Belding. © 9Oct55; KK116340.

This is Living bra; Playtex Living bra. Girl & boy in evening clothes; B & W. (In Good housekeeping, Nov. 1955, p.23) Appl. author: Foote, Cone & Belding. © 20Oct55; KK116499.

We feature Playtex girdles and bras as seen on TV. (Streamer 7-9-6530) [Three models in ballet poses] © 9Apr56; KK116284.

When you're doing your Easter shopping, remember baby is a fashion bunny, too. Playtex. (Twinkle Party Pants mat ad, 113-112) © 5Jan56; KK114133.

Why a Playtex consultant? 7-900-5280. Girdles. Sheet. © 15Feb56; KK115267.

Wow, mom, these are the greatest. (Playtex Dryper pad & panty mat no.1-8-6473) Sheet. © 26Apr56; KK117593.

You're free, lithe and glamorous with heavenly comfort in your Playtex Living bra. Playtex Living bandeau; Playtex Living long-line. Ad no.8-900-6470. Sheet. © 16Feb56; KK115268.

INTERNATIONAL NICKEL CO., INC. ©

How Inco keeps its ear to the ground from the air. (In Time, May 7, 1956, p.97) © 3May56; KK117642.

Now, Inco saves iron in nickel ore from the slag heap, also recovers nickel. (In Forbes, June 15, 1956, p.14) © 12Jun56; KK117643.

Tough enough for Arctic pack ice, ship propellers with Inco nickel in them. (In Dun's review & modern industry, Jan. 1956, p.60) © 10Jan56; KK114798.

INTERNATIONAL PAPER CO. ©

Benjamin Franklin assisted in financing many paper mills. A paper mill in Franklin's day. May 1956. Calendar. © 16Apr56; KK116108.

Benjamin Franklin, printer. Feb. 1956. Calendar. © 19Jan56; KK113397.

Benjamin Franklin, 1706-1956, printer, publisher ... but first and last a printer. Jan. 1956. Calendar. © 14Dec55 (in notice: 1956); KK112984.

Benjamin Franklin, the printer, also one of the first paper merchants. Apr. 1956. Calendar. © 15Mar56; KK115342.

The Colonies' most influential publication. Mar. 1956. Calendar. © 15Feb56; KK114276.

Franklin's interest in papermaking worldwide. Franklin addressing the American Philosophical Society. July 1956. Calendar. © 15Jun56; KK117415.

A humorous poem attributed to Franklin comparing the different kinds of paper to people. Franklin writing at the chair he invented. June 1956. Calendar. © 15May56; KK116582.

IRON LUNG VENTILATOR CO.

AlumaLung, aluminum roof exhausters. Form no.52. Folder. Appl. author: Benton G. L. Dodge. © James B. Shaver d.b.a. Iron Lung Ventilator Co.; 9Apr56; KK115638.

Forced-air cools hot strip faster. Turbulo strip metal air cooling tunnel. Form no.53. Sheet. Appl. author: Frank U. Hill. © James B. Shaver d.b.a. Iron Lung Ventilator Co.; 26Mar56; KK115637.

IRONRITE, INC. ©

Penny Ironrite says: I will do all your ironing for just $2.00 a week. Ironing machines. Sheet. © 1Mar56; KK115525.

Penny Ironrite says: Let me come and work for you. Your ironing is the job I'll do. Ironing machines. Sheet. © 1Mar56; KK115526.

ISODINE PHARMACAL CORP. ©

Announcing the most sensational proprietary of the decade. Isodine, the new benign form of iodine. Antiseptic. Folder. © 19Mar56; KK116291.

Isodine antiseptic; data sheet. © 19Mar56; KK116285.

IVANO, INC. ©

$1.50 value, stainless slicer-server only 50¢ with an Ivalon sponge purchase. (In Better living, Sept. 1953, p.72) © 1Sep53; KK117077.

J

JACK & HEINTZ, INC. ©

14,000 J & H generators in APU field service. (In Aviation week, Apr. 23, 1956, p.160-161) Appl. author: Edward J. Martin. © 23Apr56; KK116748.

New A-C power transformer. (In Aviation week, Feb. 27, 1956, p.66) Appl. author: Edward J. Martin. © 24Feb56; KK115577.

1, 2, 3, 4, 5, 6, 7, 8 Jack & Heintz generators paralleled in unique D-C system. (In Aviation week, Feb. 27, 1956, p.63) Appl. author: Edward J. Martin. © 24Feb56; KK115576.

JACK'S PRODUCTS.

Shell fortune, fun for young and old. Novelty. Label. © Jack's Products, solely owned by Jack C. Hanshaw; 29May56; KK117218.

JACOBSON (F.) & SONS, INC. ©

I'll string along with the man who wears Jayson shirts, sportwear, pajamas because they fit to perfection. (In Look, May 31, 1955, p.70) Appl. author: Alfred J. Silberstein, Bert Goldsmith, Inc. © Jayson Shirts, Inc., solely owned by F. Jacobson & Sons, Inc.; 31May55; KK115406.

I've got my eye on the man who wears Jayson shirts, sportwear, pajamas because they fit to perfection. (In Esquire's apparel arts, Jan. 1954, p.12-13) Appl. author: A. J. Silberstein-Bert Goldsmith, Inc. © 1Jan54; KK113014.

I've no secrets from the man who wears Jayson shirts, sportwear, pajamas because they fit to perfection. (In Life) Appl. author: A. J. Silberstein-Bert Goldsmith, Inc. © 6Dec54; KK114366.

JACSTERS.

Jacsters. Coasters for drinking glasses. Label. Appl. author: Elmo Thompson. © Hi-Jac Corp. d.b.a. Jacsters; 5Feb56; KK115192.

JAMISON, BLANCHE S. ©

Your piano teacher, a recorded course for beginners at the piano. Label. © 16Sep55; KK113939.

JANET DAVID MIAMI. SEE David (Janet) Miami.

JAYSON SHIRTS, INC. SEE Jacobson (F.) & Sons, Inc.

JENSEN, THEODORE B. d.b.a. INTERNATIONAL ENTERPRISES. SEE International Enterprises.

JENTZEN, GEORGE HENRY. ©

Jentzen electronic talking unit. Artist: Toni Farrell. Sheet. © 23Apr56; KK117035.

JEPPSON (CARL) CO. ©

Tie one on, Pa's Day, June 17th, with Jeppson. Liquor. Streamer. Appl. author: George Brode. © 6Apr56; KK116639.

JETT, ROY d.b.a. JETT'S DRUG CO. SEE Jett's Drug Co.

JETT'S DRUG CO.

Nu Buff powder relieves symptomatic acid. Wt. 1/4 lb. Label. © Roy Jett d.b.a. Jett's Drug Co.; 8Nov55; KK116504.

JOFFE (J. A.) & CO. ©

Paddle Pop Christmas novelties. Confectionery decorations. Sheet. Appl. author: Julian A. Joffe. © 19Jun56; KK117547.

JOFFE (J. A.) & CO. © Cont'd.

Paddle pop Hallowe'en novelties. Confectionery decorations. Sheet. Appl. author: Julian A. Joffe. © 1May56; KK116305.

Sugar decorated rabbit heads, paddle pops. Confectionery decorations & icings. Sheet. © 15Jan56; KK113373.

JOFFE, JULIAN A. ©
Easter egg decorating. Folder. © 3Jan56; KK113372.

JOHNES, C. KENNETH, JOHN E. C. STROUD & WILLIAM L. ASHBY forming the partnership LUBRICATION ENGINEERING CO. SEE Lubrication Engineering Co.

JOHNSON, DUANE W. ©
Color plus color. Color combination sample; tints for color printing. Sheet. © 23Feb56; KK114318.

JOHNSON, EARL B. ©
The original Johnson Cup, automatic poultry fountains, the Jet Flo waterer. Folder. © 23Jan56; KK113481.

JOHNSON, J. KIRTEL & RAYMOND L. MACHULDA forming the partnership JOHNSON-MACHULDA. SEE Johnson-Machulda.

JOHNSON (J. W.) CO. ©
Robin Hood. Play tents. Label. © 10Dec55; KK113943.

JOHNSON (S. C.) & SON, INC. ©
From Johnson's wax, super Hard Gloss Glo-Coat lets you have the new floor look ... The new floor look is the scuff-free look. (In Life, Jan. 23, 1956, p.42-43) Appl. author: Needham, Louis & Brorby, Inc. © 19Jan56; KK115010.

JOHNSON (SAM) & SON'S FISHERIES, INC. ©
New prices, 1956 mid-winter fishing. Mail folder. © 25Jan56; KK113611.

JOHNSON & JOHNSON, CHICAGO.

There is no substitute for quality. Rapid-Flo filter disks. (In Journal of dairy science, Mar. 1956, p.11) Appl. author: Wesley Aves & Associates, Inc. © Johnson & Johnson, Filter Products Division; 20Mar56; KK116867.

There is no substitute for quality, for a more prosperous dairy industry. Rapid-Flo filter disks. (In Journal of dairy science, May 1956, p.11) Appl. author: Wesley Aves & Associates, Inc. © Johnson & Johnson, Filter Products Division; 20May56; KK116887.

There is no substitute for quality, if you want to make money from milk. [Cowboy caricature holding glass of milk] Rapid-Flo filter disks. (In The Kentucky farmer, June 1956, p.23) Appl. author: Wesley Aves & Associates, Inc. © Johnson & Johnson, Filter Products Division; 1Jun56; KK117021.

There is no substitute for quality, if you want to make money from milk. Rapid-Flo filter disks. (In Nebraska farmer, Apr. 21, 1956, p.20) Appl. author: Wesley Aves & Associates, Inc. © Johnson & Johnson, Filter Products Division; 21Apr56; KK116556.

There is no substitute for quality, if you want to make money from milk. Rapid-Flo filter disks. (In Successful farming, June 1956, p.86) Appl. author: Wesley Aves & Associates, Inc. © Johnson & Johnson, Filter Products Division; 1Jun56; KK116918.

JOHNSON & JOHNSON, NEW BRUNSWICK, N. J.

Controlled Tension tape reduces taping time. Red Cross adhesive tape. (In Scholastic coach, Feb. 1956, p.35) Appl. author: Cummins Associates, Inc. © Johnson & Johnson; 1Feb56; KK114063.

K-Y, the surgical lubricant, hermetically sealed to guarantee sterility. (In The Journal of urology, June 1956, p.35) Appl. author: Cummins Associates, Inc. © Johnson & Johnson; 1Jun56; KK117609.

New Band-Aid butterfly closures, a surface closure for small wounds. (In R.N., June 1956, p.2) Appl. author: Cummins Associates, Inc. © Johnson & Johnson; 1Jun56; KK117024.

Pre-Wrap combine pads. Adopt the complete line of Pre-Wrap dressings. (In Hospital management, June 1956, p.69-70) Appl. author: Cummins Associates, Inc. © Johnson & Johnson; 1Jun56; KK116969.

The revolutionary new Kling conform bandage. (In Hospital progress, Nov. 1955, p.38-39) Appl. author: George MacFail. © Johnson & Johnson; 1Nov55; KK112982.

JOHNSON-MACHULDA.
Skim. Game. Label. © Johnson-Machulda, a partnership of J. Kirtel Johnson & Raymond L. Machulda; 19Apr56; KK116894.

JONES, MRS. ARMYE d.b.a. JONES PROCESSING CO. SEE Jones Processing Co.

JONES PROCESSING CO.
Watermelon syrup. One pint net wt. Label. © Mrs. Armye Jones d.b.a. Jones Processing Co.; 10Jan56; KK114106.

JORDAN, F. G.
Now, anyone can make designs with the aid of the Jordan, multi-patterned, Kolor-Skope, the magic aid to creating designs. Kit no. KS-. Label. © Frank George Jordan; 3Feb56; KK115560.

JUDSON DUNAWAY CORP. ©

Delve detergent, kind to hands, washes and mothproofs woolens. Contents 12 fluid ozs. Label. Appl. author: J. M. Mathes, Inc., Advertising. © 1Apr56; KK116662.

Expello closet hanger refills; Expello Ex-Ray Vapor brand kills flying moths, moth worms, moth eggs. Net contents 12 ounces. Label. Appl. author: J. M. Mathes, Inc. Advertising. © 15Mar56; KK116660.

Get rid of toilet bowl odor and stains. Keep your bathroom fresh as lilac time, use perfumed Vanish, toilet bowl cleaner. (In Woman's day, Mar. 1956, p.90) Appl. author: J. M. Mathes Advertising, Inc. © 1Mar56; KK115297.

New, exclusive double-action Delve detergent. The only detergent that mothproofs woolens as it washes them. (In The Pittsburgh press, May 3, 1956, p.43) Appl. author: J. M. Mathes, Inc., Advertising. © 3May56; KK115062.

Vanish cleans toilet bowls, freshens bathroom air. 1 lb. 4 ounces net contents. Label. Appl. author: J. M. Mathes, Inc., Advertising. © 1Apr56; KK116661.

JUG METER CO.
Pappy Bill's fishin' Jug Meter. Label. © William Neal Conoley & Ross R. Ihrie d.b.a. Jug Meter Co.; 23Nov55; KK115640.

JUNIOR TOY CORP. ©
Engineered for safety ... AMF Junior trikes and bikes. Folder. © 28Feb56; KK114689.

K

KAESER & BLAIR, INC. ©
Exclusive, Teaser calendars, radically different, exotic, tormenting. Appl. author: John J. O'Connor. © 10May56; KK116901.

KAHN (DAVID) INC. ©
Whoever you are, whenever you write, you'll write better with Wearever. Wearever pennant fountain pen; deluxe ball pen. © 21Apr56; KK116471.

KALLMAN (R. E.) PRODUCTS. ©
Gophers Go-Fer bait; non-poisonous. 1/2 oz. Label. Appl. author: Robert Edward Kallman. © 27Jan56; KK113686.

KAMKAP, INC. ©

Everybody's cookin' up sales with Kamkap Kook-Out mat service. Outdoor grills. Folder. Appl. author: Abe Safft. © 11Jan56; KK116574.

Kamkap Kook-Out advertising service. Everybody's cookin' up sales with Kamkap Kook-Out advertising aids. Outdoor grills. Envelope. Appl. author: Abe Safft. © 11Jan56; KK116573.

KASHINS, HERMAN. ©

Authentic old style bronze finish on steel. Metal lamps. Label. © 12Jan56 (in notice: 1955); KK113235.

Authentic style colonial pewter finish. Metal lamps. Label. © 12Jan56 (in notice: 1955); KK113236.

KATHER, ALFRED.

Strap n' pocket, belt n' pocket, pockette's. Apparel accessory. Sheet. © Alfred Kather; 23Apr56; KK116036.

A young at heart creation from California; design. Handbags, animal-faces, make-it-yourself kit. Sheet. © Alfred C. Kather; 2Feb56 (in notice: 1955); KK114555.

Young at heart design. Animal caricature & teen age hand bags. Sheet. © Alfred C. Kather; 15Oct55; KK113042.

KATHER, ALFRED. SEE ALSO A. K. Young at Heart.

KAYMORE HANDBAGS, INC. ©
Look, bag of the month with your personal autograph in 23 karat gold. Display card. © 1Jun56; KK117464.

KEIDING PAPER PRODUCT CO. ©
Here's a brand new profit opportunity. Keiding Bait Boy, all-purpose bait carrier. Sheet. Appl. author: Paulson-Gerlach & Associates, Inc. © 5Dec55; KK113148.

KELLY (M. H.) CO. ©
Estlow, portable fat blender. Sheet. Appl. author: Marion H. Kelly. © 1Aug55; KK116021.

KELVINATOR WATER COOLERS. ©

Introducing the breath-taking new All American line of water coolers, by Kelvinator. Folder. © 11Jan56; KK114114.

New beauty, new performance, too, Kelvinator's exclusive All American series. Sheet. © 11Jan56; KK114113.

KEMP (C. M.) MANUFACTURING CO. ©

Kemp Atmos gas producers. Bulletin no.1-102. 6 p. Appl. author: Van Sant, Dugdale & Co., Inc. © 11Jun56; KK117452.

Kemp carbon dioxide removers. Bulletin no.1-101. 4 p. Appl. author: Van Sant, Dugdale & Co., Inc. © 11Jun56; KK117453.

KENNER PRODUCTS CO.

Jet Blow-a-Plane. No.29. Toy. Label. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 25Jan56 (in notice: 1955); KK115116.

Nursery Plaques, by Kenner. Delightfully original, nursery wall decorations. Label. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 10Dec55; KK115021.

Trick Squirt, water pistol, shoots in any direction. No.250. Label. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 13Mar56 (in notice: 1955); KK116598.

KENTILE, INC. ©

Add more room for work, have more time for play with low-cost Kentile floors. Floor & wall tile. (In Look, Apr. 19, 1955) © 28Apr55; KK115997.

Carnival Kenflex, vinyl asbestos tile ... Carnival Kenflex vinyl floors brighten kitchens, defy grease, dirt and wear, yet cost only $21.50. (In Better homes & gardens, July 1955, p.27) © 21Jun55; KK114639.

From the cafeteria to the executive offices, Kenflex floors cut maintenance costs. Floor & wall tile. (In Time, May 9, 1955, p.118) © 4May55; KK116106.

In showrooms or in workshops, Kenflex floors cut maintenance costs. Floor & wall tile. (In Time, Mar. 14, 1955, p.84) © 9Mar55; KK115998.

Lovely, long-lasting Kenflex vinyl floor cleans quicker, pays for itself with long wear and less care. Floor & wall tile. (In Life, Oct. 24, 1955) © 20Oct55; KK114638.

Spruce up your floors for spring, it's easy with low-cost Kentile. Floor & wall tile. (In The Saturday evening post, Mar. 17, 1956) © 14Mar56; KK116254.

Unsurpassed in fine floor elegance, Royal Kenflor, vinyl tile. (In House beautiful, July 1955) © 21Jun55; KK114640.

Woodgrain Kenroyal vinyl tile. Mahogany, R-50; birch, R-51. Floor & wall tile. Label. © 20Apr56; KK116109.

KERR-MCGEE OIL INDUSTRIES, INC. ©

$1,000,000 Engin-Surance bond backs new, improved motor oil. Deep Rock. (In Green Bay press-gazette, Apr. 13, 1956, p.16) Appl. author: Winius-Brandon Co. © 13Apr56; KK116334.

Only this motor oil offers you new Engin-Surance. Deep Rock. (In Green Bay press-gazette, Apr. 20, 1956, p.11) Appl. author: Winius-Brandon Co. © 20Apr56; KK116332.

KERR MANUFACTURING CO. ©

Yours for greater precision in dentistry; manual for the proper operation and care of your Kerr Imperator. 23 p. Appl. author: Harry B. Lange. © 15Sep55; KK113918.

KETCHUM, CLIFF.

Doodle page of the month. SEE Craftool Co. Pages 9-10, series 6.

KIEKHAEFER CORP. ©

All work and no play makes Jack -- when you use Kiekhaefer Mercury outboards. Mark 55. (In Southern fisherman, Apr. 1956, p.131) © 1Mar56; KK116394.

The beautiful, new 1956, Kiekhaefer Mercury Mark 30/30 h.p. turbo four. Outboard motors. (In Sports illustrated, Dec. 5, 1955, p.12) © 1Nov55; KK116161.

First, any way you look at it; Kiekhaefer Mercury Mark 55E. Outboard motors. (In Sports afield, Apr. 1956, p.17) © 1Mar56; KK116133.

Fun and thrills? Sure, but they're proving something. New, Kiekhaefer Mercury Mark 30H. Outboard motors. (In American Power Boat Assn., 1956 year book & racing rules, p.7) © 1Jan56; KK116259.

The mark of leadership in a fusion of outboarding firepower and fun. Kiekhaefer Mercury Mark 25. (In Sports illustrated, Mar. 12, 1956, p.41) © 1Feb56; KK116162.

The mark of leadership in a hurricane harnessed for your pleasure. Kiekhaefer Mercury Mark 25. Outboard motors. IN Newsweek, Apr. 23, 1956, p.86) © 1Mar56; KK116257.

The mark of leadership in a sportsman's dream outboard come true. Kiekhaefer Mercury Mark 30 Turbo Four. (In Time, Apr. 2, 1956, p.8) © 1Mar56; KK116134.

The mark of leadership in America's most powerful production outboard. Kiekhaefer Mercury Mark 55E. (In Sports illustrated, Mar. 26, 1956, p.62) © 1Feb56; KK116258.

The mark of leadership in outboarding's finest powerhouse. Kiekhaefer Mercury Mark 55E. (In Sports illustrated, Feb. 27, 1956, p.2) © 1Jan56; KK116163.

The mark of leadership with performance that proves it. Kiekhaefer Mercury Mark 30 turbo four. Outboard motors. (In Sports illustrated, May 14, 1956, p.73) © 1Apr56; KK116559.

Most anyone who's been in school knows Kiekhaefer Mercury outruns and outlasts ordinary outboards. Mark 25. (In True, Apr. 1956, p.57) © 1Feb56; KK116135.

KIESOW, MILDRED, sole owner, RAIN-SKIRT CO. SEE Rain-Skirt Co.

KIMBERLY-CLARK CORP. ©

Big, new promotion means more Kleenex sales for you. Customer promotion dispensers and displays. Little Lulu. Tissues. (In Chain store age, Grocery executives ed., Jan. 1956, p.108) Appl. author: James Drain. © 30Dec55; KK113737.

Did you ever? by Little Lulu. Glass cleaning scene. Kleenex economy pack. Tissues. (In Look, May 15, 1956, p.123) Appl. author: Winifred Snyder. © 1May56; KK116665.

Did you ever? by Little Lulu. Kitchen scene. Kleenex tissues. (In Life, Feb. 20, 1956, p.67) Appl. author: Winifred S. Snyder. © 17Feb56; KK114440.

Did you ever? by Little Lulu. Makeup scene. Kleenex tissues. (In Look, Apr. 17, 1956, p.49) Appl. author: Winifred Snyder. © 3Apr56; KK115892.

Did you ever? by Little Lulu. Photographer scene. Kleenex economy pack. Tissues. (In Life, Jan. 23, 1956, p.133) Appl. author: Winifred S. Snyder. © 20Jan56; KK113738.

Did you ever? by Little Lulu. Store scene. Kleenex pocket pack. Tissues. (In Life, Mar. 19, 1956, p.195) Appl. author: Winifred Snyder. © 16Mar56; KK115292.

Did you ever? by Little Lulu. Train scene. Kleenex pocket pack. Tissues. (In Look, June 12, 1956, p.125) Appl. author: Winifred Snyder. © 29May56; KK117441.

KING (JAMES) & CO. ©

Honey Bowl, pipe caking honey for real smoking pleasure. Card. © 20Feb56; KK114355.

KING COLE ICE CREAM CORP. ©

Fiddlers 3, King Cole's ice cream. 1/2 gal. liq. Label. Appl. author: Peter M. Strohecker. © 20Oct55; KK113974.

KING FORD.

Adventures in auto-land, by Best-Deal Hank and Free-Trial Vic. (In Daily mirror, New York, May 20, 1955, p.63) © King Ford Motors, Inc. (in notice: King Ford); 20May55; KK107043.

KING KONE CORP. ©

Caramel, King Korn, patties. Face of clown. Net wt. 2 oz. Coated popcorn. Label. Appl. author: Rudolph R. Yohai. © 1Sep55; KK114820.

Caramel, King Korn, patties. Rabbit face. Net wt. 2 oz. Coated popcorn. Label. Appl. author: Rudolph R. Yohai. © 15Dec55; KK114821.

KING LANO CO. ©

King Lano, aristocrat of the lanolin hair creams. Contents 3 1/4 oz. Label. Appl. author: Frank La Grotteria. © 1May56; KK116575.

KINGSLEY, E.

The Rexall candy E.B.T.D. certificate. Sheet. © Earl M. Kingsley; 10Dec55; KK113505.

KINGSPORT PRESS, INC. ©

American Antiquarian Society. (Essays on Doorways to American culture, by Paul M. Angle & Earl Schenck Miers, no.4) (In Publishers' weekly, Apr. 7, 1956, p.1657) Appl. author: Earl Schenck Miers. © 7Apr56; KK115625.

The Chicago Historical Society. (Essays on Doorways to American culture, by Paul M. Angle & Earl Schenck Miers, no.5) (In Publishers' weekly, May 7, 1956, p.1989) Appl. author: Paul M. Angle. © 7May56; KK116414.

Library of Congress. (Essays on Doorways to American culture, by Paul M. Angle & Earl Schenck Miers, no.3) (In Publishers' weekly, Mar. 3, 1956, p.1277) Appl. author: Paul M. Angle. © 3Mar56; KK114882.

Massachusetts Historical Society. (Essays on Doorways to American culture, by Paul M. Angle & Earl Schenck Miers, no.2) (In Publishers' weekly, Feb. 4, 1956, p.779) Appl. author: Paul M. Angle. © 4Feb56; KK113946.

Smithsonian Institution. (Essays on Doorways to American culture, by Paul M. Angle & Earl Schenck Miers, no.1) (In Publishers' weekly, Jan. 7, 1956, p.61) Appl. author: Earl Schenck Miers. © 7Jan56; KK113347.

KIRBRO CO. ©

H. Hermann, candies. Candy; wrapper cut. Label. Appl. author: Kirchheimer Bros. Co. © 25Jan56; KK113915.

McCarthy's men's shop. Man and skyline; wrapper cut. Label. Appl. author: Kirchheimer Bros. Co. © 25Jan56; KK113913.

Mrs. Snyder's candies. Cane and disk; wrapper cut. Label. Appl. author: Kirchheimer Bros. Co. © 25Jan56; KK113917.

Ober. Handbag and travel; wrapper cut. Books, gift wares, luggage. Label. Appl. author: Kirchheimer Bros. Co. © 25Jan56; KK113916.

The Village music shop. Musical instruments; wrapper cut. Label. Appl. author: Kirchheimer Bros. Co. © 25Jan56; KK113912.

Vogue shop; women's apparel. Female figure and design wrapper cut. Label. Appl. author: Kirchheimer Bros. Co. © 25Jan56; KK113911.

The Woman's exchange. Scroll and column; wrapper cut. Women's apparel. Label. Appl. author: Kirchheimer Bros. Co. © 25Jan56; KK113914.

KITCHENS OF SARA LEE, INC. ©

Fresh frozen, ready to serve Sara Lee, all butter pound cake, so good, so many ways. (In The New York times, June 15, 1956, pt.1, p.15) Appl. author: Ivan Hill. © 15Jun56; KK117724.

KLEEN-O-PRODUCTS, INC. ©

Kleen-O-Matic automatic transmission cleaner. Net contents 1 U. S. quart. Label. © 19Mar56; KK116975.

Kleen-O outboard & two-cycle engine additive. 8 oz. net wt. Label. © 19Mar56; KK116972.

Kleen-O outboard engine cleaner for all two-cycle engines. 16 fluid oz. Label. © 19Mar56; KK116974.

Kleen-O tune-up; engine tune-up and carburetor cleaner. 16 fluid oz. Label. © 19Mar56; KK116973.

KLEIN, ABRAHAM. ©

Artist pinafores n' coloring book, an interesting gift for all youngsters. Label. © 19Apr56; KK117330.

K'LENE PRODUCTS CO., INC. ©

K'lene, multi-purpose cleaner. Contents 1 quart. Label. © 23Mar56; KK115165.

KNAPP, K. Y. ©

Textylyfe, the soapless, foamless upholstery and rug cleaner with built-in Formulavr and anti-grime Fortifybr. Net wt. 12 ozs. Label. © 12Apr56; KK115669.

KOCH, LOUIS. ©

1956 baseball chart. Public Service Savings & Loan Assn. © 12Apr56; KK115845.

KOSMOS ELECTRO-FINISHING RESEARCH, INC. ©

K. E. R. Zin-K-Lux, zinc brightener. Old Kosmos. Label. Appl. author: John C. Kosmos. © 16Apr56; KK115943.

KREY PACKING CO. ©

Krey piggy bank special. Packaged & canned meats. (In Press democrat, Santa Rosa, Calif., Jan. 18, 1956, p.15) © 18Jan56; KK114637.

KRUEGER (G.) BREWING CO. ©

Krueger, a real premium beer. Contents 32 fl. oz. Label. Appl. author: Heinz M. Glaeske. © 8Feb56; KK116411.

KUEHNLE LUMBER CO. ©

Bill Der says: Our home improvement experts will help you with ideas, estimates, financing and construction. (In Toledo blade, June 6, 1956, p.10) © 6Jun56; KK117401.

KURMANN TRAILER MANUFACTURING CO. ©

Starfire. Label. Appl. author: Joseph Kurmann. © 12Aug55; KK113035.

L

LACHOW, LOUIS M. d.b.a. LOUIS LACHOW ADVERTISING AGENCY. SEE Lachow Advertising Agency.

LACHOW ADVERTISING AGENCY.

VNF meats: value, nutrition, flavor, the sign of fine meats. (In The Tacoma news tribune, Sept. 22, 1955, p.C-1) © Louis M. Lachow d.b.a. Louis Lachow Advertising Agency; 22Sep55; KK113063.

LACOSTE, ALFRED J., CLARENCE P. BUCKINGHAM & CAMERON FRASER d.b.a. STRUT-A-WAY PRODUCTS CO. SEE Strut-A-Way Products Co.

LAINE, L. E., sole owner, VIKING RECORDS. SEE Viking Records.

LAKELAND NURSERIES SALES. ©

More roses than you ever saw on any rose bush or your money back anytime within 3 years. Sheet. © 7May56; KK117199.

Why wait 'til September? These chrysanthemums start blooming in June. Folder. © 1Feb56; KK114661.

LAMBERT (HAROLD M.) STUDIOS. ©

Harold M. Lambert Studios photographs. (Lambert catalog) Jubilee ed. 90 p. Appl. author: Harold M. Lambert. © 1Feb56; KK116105.

LAMBERT, S. W.

Double Check makes buyers out of prospects. Sales promotion book. Folder. © Stanley W. Lambert; 17May56; KK116700.

LANDREY, W. L.

Design set for little ladies. Toys. Sheet. © Warren L. Landrey; 10Mar56; KK115296.

T. V. toy. Sheet. © Warren L. Landrey; 10Mar56; KK115295.

LANTZ MANUFACTURING CO., INC. ©

Modernize your old-fashioned coulters with Lantz Til-Kut blades. Form no.TKS-25M-1-56-CK. Sheet. Appl. author: The Cramer-Krasselt Co. © 25Jan56; KK114133.

New Lantz Row Sweeps exclusive Lantz features out-perform others. Form no.SWC-25M-CK. Sweeps for cultivators. Sheet. Appl. author: The Cramer-Krasselt Co. © 30Jan56; KK115132.

New Lantz Row Sweeps pay for themselves in better crop yields. Form no. SWS-50M-1-56-CK. Sweeps for cultivators. Sheet. Appl. author: The Cramer-Krasselt Co. © 30Jan56; KK115134.

New Lantz Til-Kut blade fits most types and makes of coulters, tills as it cuts. Form no.TKCS-17M-CK. Folder. Appl. author: The Cramer-Krasselt Co. © 30Jan56; KK115136.

Now available, everybody wants them, the exclusive new Lantz Til-Kut blade. Form no.TKD-20M-CK. Folder. Appl. author: The Cramer-Krasselt Co. © 30Jan56; KK115135.

LARRE' LABORATORIES, INC. ©

Plasto, the plastic pessary. Folder. Appl. author: F. E. Lawrence. © 23Mar56; KK115329.

Suggested directions for the Plasto pessary. Folder. Appl. author: F. E. Lawrence. © 23Mar56; KK115330.

LASKOWITZ HELICOPTER CO. ©

Laskowitz Helicopter Company; emblem. Sheet. Appl. author: Isidor B. Laskowitz. © 12Oct55; KK113739.

LASSITER CORP. ©

Sheer s-t-r-e-t-c-h nylons fit your leg perfectly ... Leg design (Glen Raven TR-3653) Label. Appl. author: Norma Anderson Schmitt. © 17Jan56 (in notice: 1955); KK113696.

LEAF BRANDS, INC. ©

Leaf sour grapes bubble gum. 80 count. Label. © 20Jan56; KK117442.

LEAVITT (JOHN W.) CO. ©

Teddie brand peanut butter. Net wt. 13 oz. Label. Appl. authors: James Kanaks & Robert F. O'Brien. © 3Jan56; KK115067.

LEDERMAN, GEORGE & HARVEY S. LEDERMAN d.b.a. PLAUT & LEDERMAN. SEE Plaut & Lederman.

LEDERMAN, HARVEY S. & GEORGE LEDERMAN d.b.a. PLAUT & LEDERMAN. SEE Plaut & Lederman.

LEDOUX, WILFRID. ©

The One Pull Opener for bread wrappers. Sheet. © 20Dec55; KK113313.

LEE (H. D.) CO. ©

The clothes you live in - why they should be Lee. Overalls, dungarees ... (In The Progressive farmer, May 1954, p.76A) Appl. author: Dean Pennington. © 1May54; KK113401.

LEEMING (THOMAS) & CO., INC. ©

Peter Pain torments a teacher. Ben-Gay. Medicinal ointment for topical application. (In Puck, the comic weekly, Jan. 8, 1956, section 2, p.3) © 8Jan56; KK113876.

LEIBY, DAYTON O. d.b.a. HOT DONUT. SEE Hot Donut.

LENELL (MAURICE) COOKY CO. ©

Maurice Lenell cookies, family favorites. Label. Appl. author: Armen Adajian. © 26Jan56; KK114474.

LEVER BROS. CO. ©

Chocolate crunch Sprycrust, simple, but sensational. Spry. Vegetable shortening. (In Everywoman's, Mar. 1956, p.43) Appl. author: Foote, Cone & Belding. © 24Feb56; KK116321.

Introducing Sprycrust, the first new idea in the history of piecrust. Spry. Vegetable shortening. (In Everywoman's, Mar. 1956, p.41) Appl. author: Foote, Cone & Belding. © 24Feb56; KK116320.

Introducing Sprycrust, the first new idea in the history of piecrust, simple, but sensational. Spry shortening. (In Sunday news, coloroto magazine, Jan. 8, 1956, p.22-23) Appl. author: Foote, Cone & Belding. © 8Jan56; KK113268.

Soap dries your skin, but Dove creams your skin while you wash. (In Evening world-herald, Omaha, Dec. 1, 1955, p.52) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Dec55; KK113238.

LEVOLOR LORENTZEN, INC. ©

Make every room a living room with Levolor custom venetians. Venetian blind components. (In Better homes & gardens, June 1954, p.144) © 25May54; KK113285.

A reflection of good taste. The carefully selected Levolor venetians at her windows ... Blind components. (In House & garden, May 1954, p.10) © 20Apr54; KK113286.

LEVY (HENRY S.) & SONS, INC. ©

Here comes Levy's cinnamon raisin bread hot from the toaster. (In The New York times, Feb. 13, 1956, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 13Feb56; KK114326.

Think you've tasted cinnamon raisin bread? Levy's cinnamon raisin bread. (In The New York times, Feb. 20, 1956, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 20Feb56; KK114328.

What's so different about this toast? Levy's cinnamon raisin bread. (In The New York times, Feb. 6, 1956, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 6Feb56; KK114327.

LEWIS ASPHALT ENGINEERING CORP. ©

Karnak completely waterproof, never known to deteriorate. (In Engineering news record, June 21, 1956, p.78) Appl. author: Wilson, Haight, Welch & Grover, Inc. © 21Jun56; KK117604.

Masonic Temple chose the enduring protection of Karnak aluminum-asphalt coating. Waterproofing product. (In Architectural record, Apr. 1956, p.386) Appl. author: Wilson, Haight, Welch & Grover, Inc. © 1Apr56; KK115786.

Save money, get a better job with Karnak, roof cement. (In American roofer & siding contractor, Apr. 1956, p.29) Appl. author: Wilson, Haight, Welch & Grover, Inc. © 1Apr56; KK115990.

LEWIS PHARMACEUTICAL CO. ©

Saf-T-Pool automatic chlorinator for home style swimming & wading pools. Contents 8/10 ounce net. Label. © 5Mar56; KK116110.

LEWYT CORP. ©

Announcing the sensational new 1956 Lewyt. Vacuum cleaners. Mail folder. Appl. author: Walter V. Daily. © 20Nov55; KK115080.

At last, cleaning can be easy; Lewyt with finger-tip cleaning. Vacuum cleaners. (In Life, Dec. 12, 1955, p.16) Appl. author: Hicks & Greist, Inc. © 9Dec55; KK112989.

53,000,000 buy-happy Christmas shoppers will see this December ad for the new Lewyt. Vacuum cleaners. Mail folder. Appl. author: Walter J. Daily. © 20Nov55; KK115081.

Follow the arrow for big profits during the big fall-cleaning season. Vacuum cleaners. Mail folder. Appl. author: Walter J. Daily. © 20Oct55; KK115082.

It's so easy to use, Lewyt with finger-tip cleaning. Vacuum cleaner. (In Life, Oct. 17, 1955, p.201) Appl. author: Hicks & Greist, Inc. © 14Oct55; KK113199.

Lewyt announces world's easiest-to-use cleaner. Vacuum. (In Life, Mar. 26, 1956, p.106) Appl. author: Hicks & Greist, Inc. © 22Mar56; KK116353.

Now, Lewyt brings you the world's easiest-to-use cleaner. Vacuum. (In Life, Apr. 23, 1956, p.169) Appl. author: Hicks & Greist, Inc. © 19Apr56; KK117037.

Powerful new Lewyt introduced with record smashing ad drive. Vacuum cleaners. Mail folder. Appl. author: Walter Daily. © 20Nov55; KK115079.

Whee, the cleaner is on wheels. Whee, the nozzle is on wheels. Now, Lewyt gives you finger-tip cleaning. Vacuum cleaner. (In Life, Sept. 26, 1955, p.137) Appl. author: Hicks & Greist, Inc. © 23Sep55; KK113200.

LIBBY, MCNEILL & LIBBY. ©

Fresh frozen mixed garden vegetables. Net wt. 10 oz. Label. © 13Dec55; KK113909.

Frozen blueberry pie. Net weight 10 1/2 oz. Label. © 24Apr56; KK117405.

Frozen boysenberry pie. Net weight 10 1/2 oz. Label. © 24Apr56; KK117407.

Frozen french fried potato puffs. Net weight 9 oz. Label. © 29Mar56; KK115673.

Frozen fresh butter beans. Net weight 10 oz. Label. © 2Dec55; KK113157.

Frozen fresh chopped mustard greens. Net weight 10 oz. Label. © 6Feb56; KK114564.

Frozen-fresh grapefruit juice, concentrated. Net 6 fl. oz. Label. © 20Mar56; KK115674.

Frozen fresh shredded potato patties. Net weight 12 oz. Label. © 7Dec55; KK114312.

Frozen fresh sliced collard greens. Net weight 10 oz. Label. © 6Feb56; KK114567.

Frozen fresh sliced yellow crookneck squash. Net weight 10 oz. Label. © 8Feb56; KK114568.

Frozen Hawaiian pineapple pie. Net weight 10 1/2 oz. Label. © 24Apr56; KK117621.

Frozen peach pie. Net weight 10 1/2 oz. Label. © 24Apr56; KK117406.

LIEBEL-FLARSHEIM CO. ©

New, L-F Reciprocatic Potter-Bucky diaphragm. X-ray Bucky; grid-moving mechanism. Folder. Appl. author: Charles A. Branham. © 30Jan56; KK113757.

Stationary X-ray grids, by Liebel-Flarsheim. Folder. Appl. author: Charles A. Branham. © 30Jan56; KK113758.

LIEBMANN BREWERIES, INC. ©

All set and ready to go: Miss Rheingold 1956. Toboggan situation; B & W trade ad [Douglas Fairbanks, Jr. & Henry Fonda photos; TV announcement; price list] (In Connecticut beverage journal blue book, Jan. 1956, p.121) Appl. author: Foote, Cone & Belding. © 1Jan56; KK115549.

All set for November sales, Rheingold style. Miss Rheingold 1955 in hunt situation. Henry Fonda & Douglas Fairbanks, Jr. [photos; TV announcement; price list] (In Connecticut beverage journal blue book, Nov. 1955, p.175) Appl. author: Foote, Cone & Belding. © 1Nov55; KK115541.

Chairman of the board makes a promise. Dr. Ringelmann. Rheingold bock beer. (In Daily mirror, New York, Mar. 12, 1956, p.7) Appl. author: Foote, Cone & Belding. © 12Mar56; KK115713.

Everything is blooming, including sales of Rheingold beer. Miss Rheingold - flower situation. [Douglas Fairbanks, Jr. photo] (In Connecticut beverage journal blue book, May 1956, p.151) Appl. author: Foote, Cone & Belding. © 1May56; KK117052.

Here's the smile that builds up Rheingold sales. [Miss Rheingold placing clown's hat on pumpkin] Henry Fonda & Douglas Fairbanks, Jr. [photos; TV announcement; price list] (In Connecticut beverage journal blue book, Oct. 1955, p.165) Appl. author: Foote, Cone & Belding. © 1Oct55; KK116244.

A hunting she will go, for more Rheingold customers. [Miss Rheinfold in hunting habit at pump with dog] Henry Fonda & Douglas Fairbanks, Jr. [photos; TV announcement; price list] (In Connecticut beverage journal blue book, Sept. 1955, p.141) Appl. author: Foote, Cone & Belding. © 1Sep55; KK116243.

My beer is Rheingold, the dry beer, says Arlene Dahl. (In Daily mirror, New York, Apr. 2, 1956, p.11) Appl. author: Foote, Cone & Belding. © 2Apr56; KK115408.

My beer is Rheingold, the dry beer, says Arthur Murray. (In Daily mirror, New York, Jan. 23, 1956, p.11) Appl. author: Foote, Cone & Belding. © 23Jan56; KK115548.

My beer is Rheingold, the dry beer, says Ed Gardner. (In Daily mirror, New York, May 7, 1956, p.9) Appl. author: Foote, Cone & Belding. © 7May56; KK117049.

My beer is Rheingold, the dry beer, says Edmund Gwenn. (In Daily mirror, New York, Sept. 19, 1955, p.7) Appl. author: Foote, Cone & Belding. © 19Sep55; KK115726.

My beer is Rheingold, the dry beer, says Ernest Borgnine. (In Daily mirror, New York, Mar. 26, 1956, p.9) Appl. author: Foote, Cone & Belding. © 26Mar56; KK115537.

My beer is Rheingold, the dry beer, says Hal March. (In Daily mirror, New York, Feb. 20, 1956, p.7) Appl. author: Foote, Cone & Belding. © 20Feb56; KK115709.

My beer is Rheingold, the dry beer, says Hillie Merritt, Miss Rheingold 1956. B & W ad [bicycling scene; Miss Rheingold serving companion; couples in background] (In Daily mirror, New York, Apr. 16, 1956, p.7) Appl. author: Foote, Cone & Belding. © 16Apr56; KK116251.

My beer is Rheingold, the dry beer, says Hillie Merritt, Miss Rheingold 1956. [Bowling & restaurant scenes] (In Daily mirror, Feb. 6, 1956, p.7) Appl. author: Foote, Cone & Belding. © 6Feb56; KK115711.

My beer is Rheingold, the dry beer, says Hillie Merritt, Miss Rheingold 1956. [Miss Rheingold & dog on a] toboggan [2 couples eating before fireplace] (In Daily mirror, New York, Jan. 16, 1956, p.7) Appl. author: Foote, Cone & Belding. © 16Jan56; KK115547.

My beer is Rheingold, the dry beer, says Hillie Merritt, Miss Rheingold 1956. [Miss Rheingold 1956 in flower garden; serving food to company] (In Daily mirror, New York, May 14, 1956, p.7) Appl. author: Foote, Cone & Belding. © 14May56; KK117051.

LIEBMANN BREWERIES, INC. © Cont'd.

My beer is Rheingold, the dry beer, says Hillie Merritt, Miss Rheingold 1956. [Miss Rheingold 1956 riding at amusement park; cafe scene with companion] (In Daily mirror, New York, June 4, 1956, p.7) Appl. author: Foote, Cone & Belding. © 4Jun56; KK117050.

My beer is Rheingold, the dry beer, says Hillie Merritt, Miss Rheingold 1956. [Rainy-day scene; dining in cafe with companion] (In Daily mirror, Mar. 5, 1956, p.9) Appl. author: Foote, Cone & Belding. © 5Mar56; KK115712.

My beer is Rheingold, the dry beer, says Irene Dunne. (In Daily mirror, New York, Nov. 28, 1955, p.7) Appl. author: Foote, Cone & Belding. © 28Nov55; KK115716.

My beer is Rheingold, the dry beer, says John Payne. (In Daily mirror, New York, Oct. 3, 1955, p.9) Appl. author: Foote, Cone & Belding. © 3Oct55; KK115724.

My beer is Rheingold, the dry beer, says John Ringling North. (In Daily mirror, New York, Apr. 23, 1956, p.9) Appl. author: Foote, Cone & Belding. © 23Apr56; KK116342.

My beer is Rheingold, the dry beer, says Louise Allbritton. (In Daily mirror, New York, Jan. 30, 1956, p.9) Appl. author: Foote, Cone & Belding. © 30Jan56; KK115710.

My beer is Rheingold, the dry beer, says Nancy Woodruff, Miss Rheingold 1955. [Miss Rheingold in hunting costume, sitting in station wagon with dog; food scene before fireplace] (In Daily mirror, New York, Nov. 14, 1955, p.9) Appl. author: Foote, Cone & Belding. © 14Nov55; KK115719.

My beer is Rheingold, the dry beer, says Nancy Woodruff, Miss Rheingold 1955. [Miss Rheingold placing clown's hat on decorated pumpkin; pouring beer for companions] (In Daily mirror, New York, Oct. 24, 1955, p.9) Appl. author: Foote, Cone & Belding. © 24Oct55; KK115722.

My beer is Rheingold, the dry beer, says Nancy Woodruff, Miss Rheingold 1955. [Outdoor carol singing with companion; dining, decorated Christmas tree in background] (In Daily mirror, New York, Dec. 19, 1955, p.7) Appl. author: Foote, Cone & Belding. © 19Dec55; KK115718.

My beer is Rheingold, the dry beer, says Nick Kenny. B & W ad. (In Daily mirror, New York, Oct. 17, 1955, p.9) Appl. author: Foote, Cone & Belding. © 17Oct55; KK116248.

My beer is Rheingold, the dry beer, says Rhonda Fleming. B & W ad. (In Daily mirror, New York, Oct. 10, 1955, p.7) Appl. author: Foote, Cone & Belding. © 10Oct55; KK116250.

My beer is Rheingold, the dry beer, says Rhonda Fleming. (In The New York times, Oct. 12, 1955, p.64) Appl. author: Foote, Cone & Belding. © 12Oct55; KK115708.

My beer is Rheingold, the dry beer, says Rosalind Russell. B & W ad. (In Daily mirror, New York, Feb. 27, 1956, p.7) Appl. author: Foote, Cone & Belding. © 27Feb56; KK116249.

My beer is Rheingold, the dry beer, says Tony Martin. (In Daily mirror, New York, Nov. 21, 1955, p.7) Appl. author: Foote, Cone & Belding. © 21Nov55; KK115720.

My beer is Rheingold, the dry beer, says Vivian Blaine. (In Daily mirror, New York, Nov. 7, 1955, p.7) Appl. author: Foote, Cone & Belding. © 7Nov55; KK115721.

My beer is Rheingold, the dry beer, says William Powell. (In Daily mirror, New York, Dec. 5, 1955, p.9) Appl. author: Foote, Cone & Belding. © 5Dec55; KK115717.

Our beer is Rheingold, the dry beer, says Tommy and Jimmy Dorsey. (In Daily mirror, New York, May 28, 1956, p.9) Appl. author: Foote, Cone & Belding. © 28May56; KK117048.

Picture of a man voting in 2 elections. [Man casting ballot for Miss Rheingold] (In Daily mirror, New York, Sept. 26, 1955, p.7) Appl. author: Foote, Cone & Belding. © 26Sep55; KK115725.

Rheingold dealers: Here's a bicycle built for you. [Miss Rheingold; Douglas Fairbanks, Jr. & Henry Fonda photos; TV announcements; price list] (In Connecticut beverage journal blue book, Apr. 1956, p.137) Appl. author: Foote, Cone & Belding. © 1Apr56; KK115539.

Season's greetings, says Nancy Woodruff, Miss Rheingold 1955. [Snow scene; Miss Rheingold & companion singing by lantern light] (In The New Yorker, Dec. 3, 1955, p.229) Appl. author: Foote, Cone & Belding. © 1Dec55; KK116345.

Showers of sales for Rheingold dealers everywhere. [Miss Rheingold 1956 in rain scene] Henry Fonda & Douglas Fairbanks, Jr. [photos; TV announcement; price list] (In Connecticut beverage journal blue book, Mar. 1956, p.167) Appl. author: Foote, Cone & Belding. © 1Mar56; KK116246.

A $64,000 question, Hal March answers one. Rheingold beer. (In Daily mirror, New York, Jan. 10, 1956, p.11) Appl. author: Foote, Cone & Belding. © 10Jan56; KK115723.

What's another word for integrity? [Man in thinking position] Rheingold bock beer. (In Daily mirror, New York, Mar. 19, 1956, p.9) Appl. author: Foote, Cone & Belding. © 19Mar56; KK115714.

What's the score for Rheingold dealers? [Miss Rheingold 1956 bowling] Douglas Fairbanks, Jr. & Henry Fonda [photos; TV announcement; price list] (In Connecticut beverage journal blue book, Feb. 1956, p.121) Appl. author: Foote, Cone & Belding. © 1Feb56; KK116245.

You can be Miss Rheingold 1957. [Photo of] Hillie Merritt, Miss Rheingold 1956. (In Daily mirror, New York, Apr. 9, 1956, p.11) Appl. author: Foote, Cone & Belding. © 9Apr56; KK115715.

LIGGETT & MYERS TOBACCO CO. ©

Just where you'd expect to find L & M. Evening bag. Appl. author: Cunningham & Walsh, Inc. © 22Apr56; KK116275.

Let the miracle of AccuRay put a smile in your smoking. James Arness. Chesterfield. (In Motion picture, Jan. 1956, p.4 of cover) Appl. author: Cunningham & Walsh, Inc. © 10Dec55; KK113706.

Packs more pleasure because it's more perfectly packed. Couple holding hands. Chesterfield. Appl. author: Cunningham & Walsh, Inc. © 22Feb56; KK115017.

Packs more pleasure because it's more perfectly packed. Fireside. Chesterfield cigarettes. Appl. author: Cunningham & Walsh, Inc. © 1Feb56; KK114083.

Packs more pleasure because it's more perfectly packed. Girl and dog. Chesterfield cigarettes. (In New York journal-American, Jan. 30, 1956, p.12) Appl. author: Cunningham & Walsh, Inc. © 30Jan56; KK113872.

Packs more pleasure because it's more perfectly packed. Girl on couch. Chesterfield cigarettes. (In The Archway, Bryant College, Providence, Jan. 13, 1956, p.4) Appl. author: Cunningham & Walsh, Inc. © 13Jan56; KK115014.

Packs more pleasure because it's more perfectly packed. Professor. Chesterfield. (In New York journal-American, Feb. 27, 1956, p.16) Appl. author: Cunningham & Walsh, Inc. © 27Feb56; KK115018.

Send America's best to our hospitalized servicemen. Red, white & blue background. Chesterfield; L & M filters. Appl. author: Cunningham & Walsh, Inc. © 1Mar56; KK115015.

So good to your taste, so quick on the draw. Breakfast table. L & M filters. (In The New York times, Jan. 30, 1956, p.9) Appl. author: Cunningham & Walsh, Inc. © 30Jan56; KK114383.

So good to your taste, so quick on the draw. Fishing scene. L & M filters. Appl. author: Cunningham & Walsh, Inc. © 10Feb56; KK115016.

So good to your taste, so quick on the draw. Soda fountain. L & M filters. (In Daily news, New York, Feb. 27, 1956, p.43) Appl. author: Cunningham & Walsh, Inc. © 27Feb56; KK115019.

So good to your taste, so quick on the draw. Tennis scene. L & M filters. (In The Sporting news, Apr. 4, 1956, p.4 of cover) Appl. author: Cunningham & Walsh. © 4Apr56; KK115518.

To the touch, to the taste, Chesterfield packs more pleasure. Man with crew cut. Appl. author: Cunningham & Walsh, Inc. © 12Mar56; KK115563.

Your big red letter day, the day you change to L & M. Skiers. Appl. author: Cunningham & Walsh, Inc. © 6Jan56; KK113705.

LIGHTING SPECIALTIES. ©

Bright light ideas ... Cover up baldy bulbs, slip on Magic Clip On lighting fixtures. Folder. Appl. author: Harry P. Taylor. © 29Feb56; KK115065.

LINCOLN ELECTRIC CO. ©

When a sheet metal electrode has exceptionally smooth arc action ... An E-6013 electrode made specially for sheet metal, Fleetweld 271. Welders. (In Welding engineer, Mar. 1956, p.14) Appl. author: William J. Pelich. © 1Mar56; KK116197.

When a welded frame building has more useable space ... Field welding 1200-ton frame simplifies and speeds erection ... (In Construction methods & equipment, Apr. 1956, p.221) Appl. author: William J. Pelich. © 10Apr56; KK116164.

When an electrode like Fleetweld 5 has soft arc action, yet has equal penetration, why use anything but Fleetweld 5-P for general purpose welding? (In Welding journal, Mar. 1956, p.275) Appl. author: William J. Pelich. © 10Mar56; KK116585.

When one welder gives both AC and DC ... Idealarc, industry's most versatile welder. (In Mill & factory, Mar. 1956, p.313) Appl. author: William J. Pelich. © 1Mar56; KK116198.

LINCOLN METAL PRODUCTS CORP. © Homemakers will thank you for this new BeautyWare, by Lincoln ... Cleanser cabinet with top shelf and towel bar. Sheet. © 22Dec55; KK115743.

LINDLEY BOX & PAPER DIVISION, MORRIS PAPER MILLS. SEE Morris Paper Mills.

LINDQUIST, AXEL HJALMER. © The Stucco-rock-wall castle and concrete-rock waterfall ... Cement-craft instructions. Circular. © 15Feb56; KK114080.

LIPTON (THOMAS J.) INC. © Lipton beef flavor vegetable soup mix with noodles. White, blue, red, gold and silver box wrapper. Net wt. 2 oz. Label. © 26Jan56; KK115185.

Lipton chicken noodle soup mix. Silver, blue, white and black box wrapper. Net wt. 2 1/8 oz. Label. © 26Jan56; KK115181.

Lipton green pea soup. Green, black and white. Code no.P-65. Net wt. 4 oz. Envelope. Label. © 3Jan56; KK115298.

Lipton green pea soup, a prepared soup mix. Green, yellow, white [wrapper] 21 1/3 oz. Label. © 6Jun56; KK117382.

Lipton green pea soup, a prepared soup mix. Red, yellow, white and black. 12 pack display carton. Code no.P65-115. Label. © 3Jan56; KK115186.

Lipton green pea soup mix. Green, silver and white box wrapper. Net wt. 4 oz. Label. © 26Jan56; KK115183.

Lipton onion soup mix. Red, blue, black, silver and white box wrapper. Net wt. 1 1/2 oz. Label. © 26Jan56; KK115182.

Lipton tomato vegetable soup mix with noodles. Red, maroon, white, black and silver box wrapper. Net wt. 2 1/2 oz. Label. © 26Jan56; KK115184.

LIQUID CARBONIC CORP. © Save 80 °/o on welding gas costs with new MAGS process. New and broader uses. Red Diamond welding grade CO_2. (In The Iron age, Feb. 16, 1956, p.31) Appl. author: Fletcher D. Richards, Inc. © 16Feb56; KK114553.

Save 80 °/o on welding gas costs with new MAGS process. Red Diamond welding grade CO_2. Circle no.59 on reader service card. (In Industry & welding monthly, Feb. 1956, p.7) Appl. author: Fletcher D. Richards, Inc. © 1Feb56; KK114554.

LODGE & SHIPLEY CO. © Lodge & Shipley 24" speed shear. Folder. Appl. author: Samuel Schindler. © 25May56; KK116904.

LOEHNDORF, ANDY. © Andy's handy what cha paying card. Bagley Produce Co. Soliciting of poultry shipments. © 1Jan56; KK115069.

LONG ISLAND MASK CO., INC. © Catalog and net price list. Mar. 1956. 8 p. Appl. author: Hugh F. Roden. © 1Mar56; KK114973.

LORING, CHARLES. © While you are waiting for us to prepare your food, please read this. Place mat. © 27Feb56; KK114402.

LOS ANGELES BUICK DEALERS' ASSN. a.k.a. BUICK DEALERS' ASSN. SEE Buick Dealers' Assn.

LOVELADY, H. M. Mexican jumping beans. Game. Sticker. © Harold Monroe Lovelady; 2Feb56; KK116019.

Mexican jumping beans, the most fascinating game in the world; instructions. Label. © Harold Monroe Lovelady; 2Feb56; KK116018.

LOWE (E. S.) CO., INC. © It makes you think while having fun. Yahtzee, an exciting game of skill and chance. No.950. Label. Appl. author: Edwin S. Lowe. © 3Apr56; KK116141.

LOWE (JOE) CORP. © Boys and girls, save the bags from chocolate covered ice cream bar, Cheerio deluxe. A Sicle product. Poster. Appl. author: Max Liebman. © 9Mar56; KK115614.

Cheerio deluxe; chocolate covered ice cream bar. A Sicle product. Net contents 3 fl. ozs. Label. Appl. author: Sydney L. Weiss. © 9Dec55; KK113867.

Cheerio deluxe; win swell prizes for posting advertising. Frozen confections. Poster. Appl. author: Richard H. Gross. © 3Jan56; KK113866.

Cheerio deluxe gift offer. Frozen confections. Bottle collar. Appl. author: Max Liebman. © 3Jan56; KK113868.

Cheerio deluxe ice cream bar. Save coupons for swell gifts. 6C1. Streamer. Appl. author: Richard H. Gross. © 21Feb56; KK115615.

Cheerio deluxe in the new silvery foil bags. 6C5. Frozen confections. Display card. Appl. author: Sydney L. Weiss. © 6Feb56; KK115613.

Cheerio deluxe sweepstakes. Frozen confections. 6C3. Poster. Appl. author: Richard H. Gross. © 3Jan56; KK113865.

Chocolate covered ice cream bar, Cheerio deluxe. 6C7. Streamer. Appl. author: Richard H. Gross. © 21Feb56; KK115617.

Creamsicle. For swell gifts save coupons from polka dot bags. 6R1. Frozen confections. Streamer. Appl. author: Max Liebman. © 15Mar56; KK115620.

Fudgsicle, frozen fudge. 6F1. Streamer. Appl. author: Richard H. Gross. © 24Feb56; KK115621.

Fudgsicle handy home-pak of 6. Net contents 15 fl. oz. Frozen confections. Label. Appl. author: William Kay. © 30Dec55; KK114823.

Gabby Hayes says: Get in on the big 2nd annual Popsicle Western Round-Up contest. Frozen confections. (In Boy's life, May 1956, p.87) Appl. author: Richard H. Gross. © 25Apr56; KK116848.

A hit, cooling Popsicle. 6P1. Frozen confections. Streamer. Appl. author: Sydney L. Weiss. © 21Feb56; KK115618.

In the new foil bag. [Cheerio deluxe ice cream bar] 6A6. Streamer. Appl. author: Max Liebman. © 21Feb56; KK115616.

New, blue raspberry Popsicle. Frozen confections. Poster. Appl. author: Max Liebman. © 28Dec55; KK116467.

New, red apple Popsicle. Frozen confections. Poster. Appl. author: Max Liebman. © 28Dec55; KK116468.

Popsicle, prize round-up, gift list, 1956-1957. Popsicle Pete. Frozen confections. Pamphlet. Appl. author: Sydney L. Weiss. © 27Feb56; KK115619.

Sidewalk Sundae, delicious chocolate covered confections frozen on-a-stick. Take-home-pak of 3; cherry. Contents 9 fl. ozs. Label. Appl. author: William Kay. © 1Feb56; KK114822.

LOWMAN, ARTHUR L. © Best b'ar Davy ever licked. Davy Crockett. Net contents 3 1/2 fl. ozs. Ice cream bar. Label. © 13Nov55; KK115375.

LUBRICATION ENGINEERING CO. Lubenco, 100 °/o Pennsylvania motor oil, world's finest lubricant. One U. S. quart. Label. Appl. author: William L. Ashby. © Lubrication Engineering Co., partners, C. Kenneth Johnes, John E. C. Stroud & William L. Ashby; 15Apr56; KK116565.

LUCKOFF & WAYBURN, INC. © De luxe jewelry ad-mat service. May-June 1956. © 11Apr56; KK115929.

LUDWIG MANUFACTURING CO., INC. © Ludwig spring fasteners for storms and screens. 4 for 29¢. Label. Appl. author: Richard L. Peterson. © 16Apr56; KK116269.

LUXOR LIGHTING PRODUCTS, INC. © Arc-Escent, by Luxor, balanced light, bonus rated. Folder. Appl. author: James B. Sommers. © 25Apr56; KK116220.

LYKES (NORMAN R.) CO. © Speed your reading instantly. How to speed your reading, by Norman Roberts Lykes. Elasti-Stand. Sheet. © 14Jun56; KK117556.

LYKES, NORMAN ROBERTS. SEE Lykes (Norman R.) Co.

LYNES, INC. © Lynes self anchoring formation packer. Oil well packer & tool. Folder. © 30Aug55; KK116097.

Lynes straddle treating and testing tool. Oil well packer & tool. Folder. © 30Aug55; KK116096.

M

M & R DIETETIC LABORATORIES, INC. © A good cup of coffee tastes even better with Pream. New instant creamer in thrifty powdered form. Sally Ross. [Black & white coffee pot; Pream on spoon over black & white cup; open jar] (In The American home, Nov. 1955, p.112) Appl. author: Benton & Bowles, Inc. © 26Sep55; KK114501.

A good cup of coffee tastes even better with Pream. New, instant creamer in thrifty powdered form. Sally Ross. ⲉCarafe with coffee; open jar of Pream; Pream pouring from spoon into cup of coffee;

M & R DIETETIC LABORATORIES, INC. © Cont'd.

letters] (In Life, Sept. 12, 1955, p.17) Appl. author: Benton & Bowles, Inc. © 9Sep55; KK113822.

A good cup of coffee tastes even better with Pream, new instant creamer in thrifty powdered form. Sally Ross. Cream sauce recipe [open jar; white coffee pot; Pream on spoon over white cup] (In Woman's day, Jan. 1956, p.18) Appl. author: Benton & Bowles, Inc. © 30Dec55; KK115587.

A good cup of coffee tastes even better with Pream. New instant creamer in thrifty powdered form. Sally Ross. [Mail; open jar of Pream; carafe; Pream on spoon over white cup] (In Woman's day, Nov. 1955, p.95) Appl. author: Benton & Bowles, Inc. © 30Sep55; KK114504.

A good cup of coffee tastes even better with Pream. New, instant creamer in thrifty powdered form. Sally Ross. [Open jar of Pream; coffee pot; Pream on spoon over white cup & saucer; newspaper] (In Ladies' home journal, Sept. 1955, p.193) Appl. author: Benton & Bowles, Inc. © 26Aug55; KK113823.

It's here, wonderful new instant creamer for those who love fresh cream and modern convenience. [Copper coffee pot; woman's hands with Pream on spoon over copper cup & open jar] (In Collier's, Feb. 17, 1956, p.2) Appl. author: Benton & Bowles, Inc. © 15Feb56; KK115976.

It's here, wonderful new instant creamer for those who love fresh cream and modern convenience. [Glass carafe; woman's hands with Pream on spoon over coffee cup & open jar] (In Look, Mar. 20, 1956, p.22) Appl. author: Benton & Bowles, Inc. © 18Mar56; KK115969.

It's here, wonderful, new, instant creamer for those who love fresh cream and modern convenience. [Table with flowers; partly filled carafe of coffee; woman's hands with open jar of Pream & spoon with Pream over white cup] (In Good housekeeping, Apr. 1956, p.104) Appl. author: Benton & Bowles, Inc. © 20Mar56; KK117296.

Special offer ... Try new, instant Pream, save 25¢ on your favorite instant coffee. Dairy product. (In Good housekeeping, Mar. 1956, p.127) Appl. author: Benton & Bowles, Inc. © 20Feb56; KK116965.

Special offer this month only. Try new, instant Pream, save 25¢ on your favorite instant coffee. (In Good housekeeping, Oct. 1955, p.133) Appl. author: Benton & Bowles, Inc. © 20Sep55; KK113821.

M & R LABORATORIES. ©

Pyridoxine deficiency in infants. Similac. 5150240-16. Pharmaceuticals. Insert. Appl. author: William Douglas McAdams, Inc. © 30Dec55; KK113099.

Similac liquid feeding schedule. 5150245.15. Pharmaceuticals. Card. Appl. author: William Douglas McAdams, Inc. © 9Jan56 (in notice: 1955); KK113163.

Similac powder feeding schedule. 5160245.16. Pharmaceuticals. Card. Appl. author: William Douglas McAdams, Inc. © 9Jan56 (in notice: 1955); KK113164.

Vitamin C deficiency. Similac. 5150240.15. Pharmaceuticals. Insert. Appl. author: William Douglas McAdams, Inc. © 30Dec55; KK113100.

M. B. CO.

Downy Rest, inner spring mattress, built for comfort. Design of sleeping figure. Label. © Manuel Murray Pecheco & Helen Pecheco d.b.a. M. B. Co.; 24Dec55; KK113290.

M-O-LENE.

For finest woolens, cashmeres ... Woolene, cold water fluff soap. Net wt. 140 gms. Label. Appl. author: Sidney Dickens. © Walter Ratner d.b.a. M-O-Lene; 24Apr56; KK116303.

MACAK, BARBARA J. SEE Macak, Charles P.

MACAK, CHARLES P.

Diversion records presents Charles Peter Mason ... Monogram: Thespian mask of laughter. Label. © Charles P. Macak & Barbara J. Macak; 11Dec55; KK113445.

MCALISTER BUICK. ©

Always the pioneer ... McAlister do-it-yourself Buick buying. Automobiles. (In San Francisco examiner, May 18, 1956, section 1, p.15) Appl. author: Delbert W. Wakeman. © 18May56; KK116935.

MCCLANAHAN, A. R., WILLIAM R. HATTEM, MARY F. HATTEM d.b.a. ICY-ADE PRODUCTS CO. SEE Icy-Ade Products Co.

MCCLOSKEY VARNISH CO. ©

For long lasting beauty, Dura-Swift, floor finish, easy to apply, quick to dry. One U. S. quart. Label. © 11Apr56; KK117116.

MCCORMICK & CO., INC. ©

McCormick anise seed. 1 3/8 ozs. net wt. Label. © 10Jan56; KK117404.

MCCULLEY, I. W., & S. J. HARETIK d.b.a. BLACO MANUFACTURING CO. SEE Blaco Manufacturing Co.

MCDANIEL (SAM) & SONS, INC. ©

Bunker Hill brand chili, no beans. Net weight 10 1/2 ozs. Label. © 9May56; KK116536.

MCDONNELL & MILLER, INC. ©

The horsepower in your boiler can get thirsty, too. Boiler controls. Bulletin no.R-143. Sheet. Appl. author: Kreicker & Meloan, Inc. © 1Jul55; KK115581.

MCGOWN (PEARL K.) INC. ©

Dear HooKrafTsman. Hooked rug pattern with instructions. Sheet. Appl. author: Pearl K. McGown.
© 15Jan56; KK115401.
© 15Feb56; KK115400.
© 15Mar56; KK115399.
© 15Apr56; KK116338.
© 15May56; KK117696.

MCGRAW ELECTRIC CO.

Any way you serve 'em Toastmaster waffles pay up to 79 °/o gross profit. Toastmaster automatic waffle baker. (In Fountain & fast food, Feb. 1956, p.41) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Feb56; KK116936.

Bridal gifts are big year-round business. Toasters. (In Electrical merchandising, May 1956, p.213) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1May56; KK116946.

Burlington, N. C. students have choice of hot lunches since Toastmaster hot-food servers arrived. (In Nation's schools, Dec. 1955, p.18-19) Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 20Nov55; KK116940.

Chicago's new Town & Country uses Toastmaster products to serve food hot, the way people like it. Toastmaster hot-food servers & waffle bakers. (In American restaurant, Feb. 1956, p.50-51) Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 10Feb56; KK116949.

Have hot sandwiches ready-to-go for the lunch-hour rush. The new Toastmaster hot-food server. (In Nation's schools, Aug. 1955, p.13) Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 20Jul55; KK116937.

How to serve more patients without enlarging your kitchen. Toastmaster hot-food servers. (In Modern hospital, Nov. 1955, p.187) Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 1Nov55; KK116939.

Merry Christmas, darling. Toastmaster automatic toasters & toast 'n jam set. (In The Saturday evening post, Dec. 3, 1955, p.82) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 30Nov55; KK114180.

New low cost gives you increased profit on this famous Toastmaster toaster. (In Retailing daily, June 23, 1955, p.55) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 23Jun55; KK113718.

New toaster station idea makes toast a best seller. Toastmaster Powermatic, 4-slice model. (In American restaurant, Mar. 1956, p.131) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 10Mar56; KK116948.

1926, the finest then; the finest now, 1956 ... Toastmaster presents the ultimate in toasting perfection in 5 models to suit every taste and purse. (In The Saturday evening post, Feb. 11, 1956, p.49) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 7Feb56; KK116941.

Of course, he'll be proud of you. Toastmaster automatic appliances. (In Guide for the bride (House beautiful), summer 1956, p.20) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 15Apr56; KK116947.

On the 30th anniversary ... Toastmaster presents the ultimate in toasting perfection. B16 Powermatic. (In The Saturday evening post, May 26, 1956, p.3 of cover) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 22May56; KK116945.

On the 30th anniversary of the first household automatic toaster, Toastmaster presents the ultimate in toasting perfection. B-14 automatic. (In The Saturday evening post, Mar. 3, 1956, p.12) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 28Feb56; KK116943.

On the 30th anniversary of the first household automatic toaster, Toastmaster presents the ultimate in toasting perfection. B16 Powermatic. (In The Saturday evening post, Mar. 31, 1956, p.73) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 27Mar56; KK116944.

On the 30th anniversary of the first household automatic toaster, Toastmaster presents the ultimate in toasting perfection. C4 Powermatic. (In The Saturday evening post, Apr. 28, 1956, p.70) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 24Apr56; KK116942.

Toastmaster maintains full profit margins on its regular line. Toasters, waffle bakers & irons. (In Retailing daily, Jan. 20, 1956, p.33) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 20Jan56; KK113721.

Using Toastmaster Powermatic toasters, it's no charge for eggs if your toast is cold at the Plantation House. (In Restaurant equipment dealer, Aug. 1955, p.38-39) Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 25Jul55; KK116938.

You crunch, you munch, you smile. It's Toastmaster toast. Automatic toasters. (In The Saturday evening post, Oct. 22, 1955, p.121) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 19Oct55; KK114181.

Your lifelong companions ... Hint and make homemaking happier. Toastmaster toaster, waffle baker & iron. (In Bride's magazine, spring 1956, p.76) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 15Jan56; KK113720.

MCGRAW ELECTRIC CO., LTD.
It makes perfect toast for so many years. More people give Toastmaster toasters than any other kind. (In Chatelaine, Dec. 1955, p.4) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co., Ltd.; 22Nov55; KK113719.

MACHULDA, RAYMOND L. & J. KIRTEL JOHNSON forming the partnership JOHNSON-MACHULDA. SEE Johnson-Machulda.

MACKENZIE (E. W.) CO.
Disposamode for your convenience. Commodes. Mail folder. © Ernest W. Mackenzie d.b.a. E. W. Mackenzie Co.; 2Apr56 (in notice: 1955); KK116931.

MACKENZIE, ERNEST W. d.b.a. MACKENZIE (E. W.) CO. SEE Mackenzie (E. W.) Co.

MCKESSON & ROBBINS, INC. ©
Martin's Scotch, that's the spirit. Martin's V. V. O. brand blended Scotch whisky. [Scotchman holding bottle & glass; 4 golfers conversing] (In Time, May 14, 1956, p.72) Appl. author: Erwin, Wasey & Co., Inc. © 9May56; KK117457.

Martin's Scotch, that's the spirit. Martin's V. V. O. brand blended Scotch whisky. [Scotchman; 3 seated fishermen] (In Time, Apr. 16, 1956, p.58) Appl. author: Erwin, Wasey & Co., Inc. © 11Apr56; KK116563.

Martin's Scotch, that's the spirit. Original V.V.O. brand. Whisky. (In New York herald tribune, Jan. 19, 1956, section 4, p.2) Appl. author: Erwin, Wasey & Co., Inc. © 19Jan56; KK114579.

Martin's scotch, that's the spirit. [3 men seated at table; kilted Scotchman with bottle & glass] (In Time, Mar. 19, 1956, p.49) Appl. author: Erwin, Wasey & Co., Inc. © 19Mar56; KK115424.

MACKLEM BAKING CO. ©
Oat Pop bread. Holsum. Wt. 17 ozs. Label. Appl. author: Harry A. Lazier, Jr. © 1Feb56; KK113951.

MCNEIL LABORATORIES, INC. ©
The first orally effective lissive, Flexin. 04356. Pharmaceuticals. Folder. © 15May56; KK117657.

True spasmolysis of voluntary muscle ... Flexin, the first orally effective lissive. 01856. Pharmaceuticals. 15 p. © 10Jun56; KK117689.

MAGIC WEAVE, INC. ©
Earn big money. Earn while you learn invisible Magi-Weaving. Sheet. Appl. author: Carmen John Ciarfella. © 12Dec55; KK113320.

MAGLA PRODUCTS.
Cotton Belle, ironing board cover. Label. © Herbert Glatt d.b.a. Magla Products; 23Apr56; KK115993.

MAGNOLIA PAINT PRODUCTS CO., division of TOBIAS PAINT MANUFACTURING CO. SEE Tobias Paint Manufacturing Co.

MAGNUS CRAFT MATERIALS. ©
Directions for Woodstix octagon basket. Sheet. Appl. author: Manuel Magnus. © 1Mar56; KK115032.

MAIDEN FORM BRASSIERE CO., INC. ©
I dreamed I had spring fever in my Maidenform bra. (In Ladies' home journal, Apr. 1956) Appl. author: Norman, Craig & Kummel, Inc. © 3Mar56; KK117076.

I dreamed I lived in a house of mirrors in my Maidenform bra. (In Ladies' home journal, Nov. 1954, p.130) Appl. author: Norman, Craig & Kummel, Inc. © 28Oct54; KK114210.

I dreamed I was a mad hatter in my Maidenform bra. (In Life, Mar. 14, 1955, p.16) Appl. author: Norman, Craig & Kummel, Inc. © 11Mar55; KK115238.

I dreamed I was an international figure in my Maidenform bra. (In Woman's day, Feb. 1956, p.67) Appl. author: Norman, Craig & Kummel, Inc. © 26Jan56; KK113992.

I dreamed I was queen of the westerns in my Maidenform bra. (In True confessions, Mar. 1955, p.19) Appl. author: Norman, Craig & Kummel, Inc. © 7Feb55; KK114212.

I dreamed I was twins in my Maidenform bra. (In Woman's day, Apr. 1956, p.89) Appl. author: Norman, Craig & Kummel, Inc. © 29Mar56; KK115798.

I dreamed I was Venus de Milo in my Maidenform bra. (In Ladies' home journal, Dec. 1955, p.137) Appl. author: Norman, Craig & Kummel, Inc. © 20Nov55; KK114211.

MAINTENANCE ENGINEERING CO. ©
Armeco floors for industry. Sheet. Appl. author: J. P. Tyrrell. © 7May56; KK116396.

5 minutes and Meco Sealtite, that's what it takes to stop that leak. Waterproofing. Mail folder. Appl. author: J. P. Tyrrell. © 7May56; KK116397.

MAJESTIC PAPER.
Meet Randy, mother's helper. Folding box. Sheet. © Majestic Paper (Majestic Paper & Twine Co., Inc.); 15May56; KK116485.

MAJESTIC PAPER & TWINE CO., INC. SEE Majestic Paper.

MAJOR, HELEN. ©
Fruit cake; a blue ribbon winner. Net weight two pounds. Label. © 21Dec55; KK115020.

Original Hawaiian toasted coconut chip clusters. Net weight 12 oz. Label. © 1Dec55; KK114427.

MALIBU ARCHERY CO. ©
Bowhunters, save 50 °/o on custom grade split-bamboo bows & outfits. (In The American rifleman, Sept. 1954, p.65) © 25Aug54; KK116784.

MALT-A-PLENTY, INC. ©
Plenty Pleasin', ice milk. Half gallon liquid. Label. © 4May56; KK117181.

MALTEX CO., a division of HEUBLEIN. SEE Heublein.

MANBECK BREAD CO. ©
8 illustration enrichment slogan labels. Appl. author: Norman A. Tjon. © 16Jan56; KK116104.

MANBEE EQUIPMENT DIVISION, BEAR MANUFACTURING CO. SEE Bear Manufacturing Co.

MANCHESTER HOSIERY MILLS.
Ironwear insured nylons, first for fit, first for comfort, first for wear. Sheet. © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, S. Z. Gordon & N. G. Stone; 15Sep55; KK117687.

Make it a long, long Christmas, give sheer, long wearing Ironwear insured nylons. Kitten triplets with Santa Claus hats [2 kittens pulling stocking] Sheet. © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, S. Z. Gordon & Natalie G. Stone; 7Dec55; KK117436.

This Easter, take a hint from the Ironwear kittens, with your new Easter bonnet, choose a new pair of sheer Ironwear insured nylons. [Kitten triplets wearing hats; 2 pulling stocking] Sheet. © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, S. Z. Gordon & Natalie G. Stone; 22Mar56; KK117437.

MANHATTAN COFFEE CO. ©
Have you tried new rotisser-ized Manhattan? (In St. Louis globe-democrat, Apr. 6, 1956, section B, p.10) Appl. author: Winius-Brandon Co. © 6Apr56; KK116333.

Revolutionary new coffee development. (In The Southeast Missourian, Cape Girardeau, Mo.; Feb.

MANHATTAN COFFEE CO. © Cont'd.

23, 1956, p.8B) Appl. author: Winius-Brandon Co. © 23Feb56; KK114622.

MANHATTAN SHIRT CO. ©

American beauty go-togethers: cool little shirts to match their own color co-ordinated skirts. (In Glamour, Apr. 1956, p.82) Appl. author: Betty Barton. © 22Mar56; KK116152.

A color triumph, sportswear, by Manhattan, in decorator prints, by Everfast. (In Time, Apr. 23, 1956, p.65) Appl. author: Billings Fuess, Jr. © 18Apr56; KK116768.

Fresh-picked go-togethers: color-coordinated shirts, skirts, shorts; all Lady Manhattan, all the cottons, by Reeves. (In Charm, Apr. 1956, p.43) Appl. author: Betty Barton. © 22Mar56; KK116155.

Go-togethers, perfect mates for your holiday. Men's & women's sportswear. (In Holiday, May 1956, p.71) Appl. author: Betty Barton. © 17Apr56; KK116769.

Jackie Gleason originals, by Manhattan, make dan-dan-dandy gifts. Men's shirts, ties & pajamas. (In Life, Dec. 5, 1955, p.129) Appl. author: Billings Fuess, Jr. © 2Dec55; KK114088.

Just arrived, British-inspired Tyeprint sportshirts, by Manhattan. (In Esquire, Apr. 1956, p.112) Appl. author: Billings Fuess, Jr. © 8Mar56; KK116154.

Manhattan Mugs and Molls pajamas, for partners in crime. (In Life, Nov. 28, 1955, p.21) Appl. author: Billings Fuess, Jr. © 25Nov55; KK114087.

Manhattan peppermint print pajamas, tasty treat for any valentine. (In Life, Feb. 13, 1956, p.79) Appl. author: Billings Fuess, Jr. © 9Feb56; KK116156.

Manhattan Span is designed for style, built to last. Men's shirts & ties. (In Time, Nov. 14, 1955, p.22) Appl. author: Billings Fuess, Jr. © 9Nov55; KK114089.

May I ask who makes your underwear? Manhattan, of course. (In Life, Apr. 30, 1956, p.27) Appl. author: Billings Fuess, Jr. © 26Apr56; KK117454.

Modern man demands a self-ironing shirt. Manhattan Docoma. (In Holiday, Apr. 1956, p.115) Appl. author: Billings Fuess, Jr. © 20Mar56; KK116765.

Monday morning go-togethers: crisp Lady Manhattan shirts paired off with their own color co-ordinated skirts. (In Mademoiselle, Mar. 1956, p.74) Appl. author: Betty Barton. © 29Feb56; KK116151.

Natural go-togethers: These handsome Lady Manhattan shirts and color co-ordinated shorts. (In Seventeen, May 1956, p.66) Appl. author: Betty Barton. © 1May56; KK116764.

Now, a lightweight Oxford shirt, Manhattan Batiste Oxford. (In Time, Mar. 5, 1956, p.51) Appl. author: Billings Fuess, Jr. © 29Feb56; KK116153.

Refreshing new style in cool Egyptian cotton - Manhattan Oasis Batiste. (In Time, Apr. 16, 1956, p.53) Appl. author: Billings Fuess, Jr. © 11Apr56; KK116766.

Rising new colors for dress and leisure, Manhattan Pimasheen shirts in Egyptian pima cotton broadcloth, by Reeves. (In The New Yorker, Mar. 31, 1956, p.93) Appl. author: Billings Fuess, Jr. © 29Mar56; KK116767.

Sun and Sky - bright new colors for spring, by Manhattan. (In Life, Mar. 26, 1956, p.119) Appl. author: Billings Fuess, Jr. © 22Mar56; KK116157.

You lead a soft life in Manhattan Royalty flannel. (In Time, Nov. 28, 1955, p.4 of cover) Appl. author: Billings Fuess, Jr. © 23Nov55; KK114090.

MANHATTAN SOAP CO.

The greatest drug store-traffic builder ever used. Details of contest promotion. Folder. © Manhattan Soap Co., Sweetheart Cosmetics Division; 30Dec55; KK116129.

The 1956 TV Sweetheart of Michigan ... Instructions to drug stores. Sheet. © Manhattan Soap Co., Sweetheart Cosmetics Division; 30Dec55; KK116128.

MANHEIM MANUFACTURING & BELTING CO. ©

Cut inventory, maintenance, vibration with Veelos, the adjustable V-belt. (In Industrial equipment news, Feb. 1956, p.42) Appl. author: Van Sant, Dugdale & Co., Inc. © 1Feb56; KK115159.

An industrial distributor asks 3 leading questions about V-belts. (In Industrial distribution, Jan. 1956, p.72) Appl. author: Van Sant, Dugdale & Co., Inc. © 2Jan56; KK113678.

New Veelos TD & TE heavy-drive adjustable V-belts drive maintenance and inventory costs down. (In Pit & quarry, Feb. 1956, p.221) Appl. author: Van Sant, Dugdale & Co., Inc. © 1Feb56; KK117115.

New, Veelos vibration analyzer measures belt vibration. (In Industrial equipment news, Jan. 1956, p.86) Appl. author: Van Sant, Dugdale & Co., Inc. © 2Jan56; KK113676.

A plant manager asks 3 leading questions about V-belts. (In Steel magazine, Jan. 2, 1956, p.221) Appl. author: Van Sant, Dugdale & Co., Inc. © 2Jan56; KK113679.

A purchasing agent asks 3 leading questions about V-belts. (In Purchasing, Jan. 1956, p.301) Appl. author: Van Sant, Dugdale & Co., Inc. © 3Jan56; KK114172.

You say I can see vibration, measure it, and eliminate it? Link belting. (In Factory management & maintenance, Mar. 1956, p.65) Appl. author: Van Sant, Dugdale & Co., Inc. © 1Mar56; KK116581.

MANKIN, R. S. ©

Order form for Built-To-Order iron porch rails. Pease Woodwork Co., Inc. Sheet. © 3Jan56; KK113102.

MANLEY, F.

Stop getting needless parking tickets. Holder for placard. © Francis J. Manley; 20Feb56; KK114314.

MANTEFUR MATTRESS CO. ©

Ortho Ramic firm; design. Label. © 24Dec55; KK113289.

MANULKIN, EDWARD & PETER TIMCHAL forming the partnership STERLING MODELS. SEE Sterling Models.

MAR KIT CORP. ©

Southern Chef. Barbecue sauce. Contents 8 fl. oz. Label. © 6Apr56; KK115785.

MARATHON CORP. ©

Blue and white design carton. Ice cream. Label. Appl. author: Hal G. Nickel. © 1Dec55; KK113583.

Large Snowhite enriched bread. Net weight 1 1/2 lbs. Label. Appl. author: Clarendon Nelezen. © 1May56; KK116508.

MARCAL PAPER MILLS, INC. ©

Marcal facial quality. Pink. Toilet tissues. 1000 sheets. Label. © 11Aug55; KK113182.

Marcal Kitchen Charm. 100 ft. waxed paper. Label. © 21Nov55; KK113183.

60 beautiful embossed napkins. Label. © 1Aug55; KK113184.

Wet strength, all purpose towels; White. 150 sheets. Label. © 5Aug55; KK113181.

MARION ELECTRICAL INSTRUMENT CO. ©

Marion advancement in instrument design. New Mindicator. (In Aviation week, Feb. 13, 1956, p.56) Appl. author: Meissner & Culver, Inc. © 13Feb56; KK114399.

MARKWELL MANUFACTURING CO., INC. ©

Markwell staplers - staples. Folder. © 8Jun56; KK117300.

Markwell staples for use on Markwell L3 builder's tacker. (Pictorial artistic container for staples) 1000. Label. © 25May56; KK116888.

MARQUIS MANUFACTURING CO., INC. ©

Dabba. Tube dispenser. Label. Appl. author: James V. Marquis. © 2Jan56; KK115707.

MARSHALL FIELD & CO. ©

Pace. A wedding wardrobe: Three in one. Caleb's column. (In Chicago daily tribune, Feb. 16, 1956, pt.1, p.17) © 16Feb56; KK114381.

Pace. The man behind the hat. Caleb's column. Millinery. (In Chicago daily tribune, Mar. 13, 1956, pt.1, p.21) © 13Mar56; KK115055.

Pace. Your new house of a hundred bright ideas. Caleb's column. Home furnishings. (In Chicago daily tribune, Apr. 30, 1956, pt.1, p.26) © 30Apr56; KK116500.

MARSTAN PRODUCTS, INC. ©

Season with Marvel Age. Net contents 1 gal. Label. Appl. author: Wayne Robbins. © 27Dec55; KK114306.

MARTHA LORRAINE.

Lip lines, a guide to new lip loveliness. SEE Natone Co.

MARTIN, L. E.

Catalina Aquatics Unlimited. Catalina, world famous, Stepped Skeets; Catalina, world famous, Stepped Slalom Skeet. Water skiis. Sheet. © Louis Earl Martin; 16Mar56; KK115143.

Featheride, water skiis ⌜sic⌝ ... the product of Catalina Aquatics Unlimited. Folder. © Louis Earl Martin; 28Dec55; KK113105.

MARTIN CO. ©

Sensationally new, Travel-Tier's Luggage-Pal. Auto carriers. Sheet. Appl. author: Isidor Morrison Jacobs. © 8May56; KK116612.

MARTIN MILLER CO. SEE Miller (Martin) Co.

MARTINSON (JOSEPH) & CO., INC. ©
In a hurry? says Nancy Walker. Then it's instant Martinson's Jomar 100 °/o pure coffee, brewed for you by Martinson's. © 13Feb56; KK115223.

MARVELLA PEARLS, INC. ©
Look to Marvella for the real look. (In Women's wear daily, May 4, 1956, p.17) © 4May56; KK116605.

MARVIC CO. ©
Good morning, relax a few moments with this month's Friendlee-Dandee, the gizmo card. Kleartone Transparent Products Co., Inc. Post card. Appl. author: Marcel R. Pelletier. © 25Jun56; KK117720.

Use this little loud mouth to put your sales message across with impact. Novelty for general advertising. Label. Appl. author: Marcel R. Pelletier. © 8May56; KK117468.

MASAL CO. ©
Baseball watch; moving hands. M5. Label. Appl. author: Max Saalheimer. © 3Jan56; KK113078.

Dreamland watch; moving hands. M6. Label. Appl. author: Max Saalheimer. © 3Jan56; KK113077.

Kiddie's party watch; moving hands. M3b. Label. Appl. author: Max Saalheimer. © 3Jan56; KK113079.

Kiddie's party watch; moving hands. M4b. Label. Appl. author: Max Saalheimer. © 3Jan56; KK113076.

Outer Space Timer; s-t-r-e-t-c-h band, luminous dial. M7. Label. Appl. author: Max Saalheimer. © 3Jan56; KK113080.

MASON-NEILAN REGULATOR CO. ©
Air operated control valves. Instructions no.3013; parts references. Nov. 1955. Sheet. Appl. author: Gilbert Francis Fox. © 29Dec55; KK113224.

MASSEY-HARRIS-FERGUSON, INC.
The Ferguson disc plow. Form 3-5A. Folder. © Ferguson Division, Massey-Harris-Ferguson, Inc.; 18Jan56; KK114321.

Ferguson implements engineered to help you farm more, work less. The Ferguson system of mechanized farming. Form no.3-59A. Folder. © Ferguson Division, Massey-Harris-Ferguson, Inc.; 17Apr56; KK115905.

Ferguson mid-mounted cultivators for the Ferguson 40 and Hi-40 tractors. The Ferguson system of mechanized farming. Pamphlet. © Ferguson Division, Massey-Harris-Ferguson, Inc.; 4May56; KK116379.

Ferguson multi-flow drill. The Ferguson system of mechanized farming. Folder. © Ferguson Division, Massey-Harris-Ferguson, Inc.; 4May56; KK116388.

Ferguson utility loader with manure fork or dirt bucket. Folder. Appl. author: Employees of Ferguson Division. © Ferguson Division, Massey-Harris-Ferguson, Inc.; 20Jan56; KK113462.

Longer, heavier, bold and beautiful, Ferguson 40 and three Hi-40 models. Form 3-140. Farm tractors. Folder. © Ferguson Division, Massey-Harris-Ferguson, Inc.; 27Apr56; KK116266.

MASTER LOCK CO. ©
Sports calendar. 1956. Sheet. Appl. author: Hyland J. Barnes. © 30Dec55; KK113118.

MASTER PRODUCTS CO. ©
Big midwinter sale, save on mimeo and office needs. Sheet. Appl. author: Barbara Marquardt. © 3Feb56; KK113942.

Master, our finest stencils save you ... Master's, stencil headquarters for 70,000 mimeographers. Folder. Appl. author: Barbara Marquardt. © 16Mar56; KK115379.

Save on mimeo and office supplies during Master's springtime bargain days. Folder. Appl. author: Barbara Marquardt. © 27Apr56; KK116283.

21st anniversary sale, duplicating needs, stationery supplies, office equipment, all priced to save you money. Folder. Appl. author: Barbara Marquardt. © 8Jun56; KK117443.

MASTER SUNDAY-BULLETIN CLUB. ©
Ministers, see how the Midweek Call-to-Worship Plan helps you increase interest and attendance in church activities. Church worship folders. Appl. author: Bruce M. Stephen. © 25May56; KK117444.

MASTERPIECE CUSTOM TV, INC. ©
For TV and Hi-Fi, an exciting interpretation, Capri. TV & bar cabinets. (In New York post, Mar. 6, 1956, p.25) Appl. author: Irving Gluckman. © 6Mar56; KK115609.

MATTERN (JIMMIE) CO. ©
Aeronautical model C4 Mattern computer. Navigational instrument. Folder. Appl. author: James Joseph Mattern. © 11May56; KK117064.

Aeronautical model J3 Mattern computer. Navigational instrument. Folder. Appl. author: James Joseph Mattern. © 11May56; KK117065.

MATTOX & MOORE, INC. ©
It pays to paste turkey hens with new, improved No-Brood. Veterinary composition. (In Turkey world, Feb. 1956, p.61) © 8Feb56; KK113983.

It pays to paste turkeys with new, improved Tend-A-Wate 545 with Methimazole. Veterinary composition. (In Turkey world, Jan. 1956, p.85) © 4Jan56; KK113154.

It pays to paste with Mattox and Moore, Inc. paste injectables. Tend-A-Wate. Veterinary compositions. (In Who's who in the hatchery world, yearbook for 1956, p.93) © 15Jan56; KK115059.

MEAD JOHNSON & CO. ©
New discovery. Instum, instant hot cereal. (In The Springfield daily news, Springfield, Mass., Mar. 29, 1956, p.40) Appl. author: McCann-Erickson, Inc. © 29Mar56; KK115389.

MEAD SPECIALTIES CO. ©
Advance bulletin on the new Mead Speedcat for 1956. Tractor. Folder. Appl. author: Theodore Eugene Mead. © 1Mar56; KK114769.

The sensational new Mead Bandsander, burring machine. Folder. Appl. author: Theodore Eugene Mead. © 1Feb56; KK114152.

MECHE MANUFACTURING CO. ©
Rel-ong, by Meche, the fingernail beautifier. Label. Appl. author: Laura Amelia Carter. © 15Mar56; KK116676.

MELARD MANUFACTURING CORP. ©
For impulse selling, it's the Mel-O-Flo Jet-Aerator impulse-pak and impulse merchandiser; catalog page. Catalog D. Appl. authors: Sidney J. Shames & Harold Shames. © 1Sep55; KK113752.

MELVILLE SHOE CORP. ©
Arthur Fiedler conducted month-long test of Thom McAn shoes, now records his findings. (In Buffalo evening news, Nov. 9, 1955, p.93) Appl. author: Ogilvy, Benson & Mather, Inc. © 9Nov55; KK113256.

Healthy feet thrive as they grow in new Thom McAns. (In Good housekeeping, Mar. 1956, p.270) Appl. author: Ogilvy, Benson & Mather, Inc. © 22Feb56; KK114091.

Mitch Miller releases his score on Thom McAn shoes after a 30-day test. (In Buffalo evening news, Nov. 2, 1955, p.43) Appl. author: Ogilvy, Benson & Mather, Inc. © 2Nov55; KK113258.

Only Thom McAn lets you try Jaguars, the most exciting new shoes in 25 years, without risking a dime. (In Buffalo evening news, Mar. 28, 1956, section 4, p.63) Appl. author: Ogilvy, Benson & Mather, Inc. © 28Mar56; KK116012.

Robert Ruark's straight-talking column on his 30-day test of Thom McAns. (In Buffalo evening news, Oct. 5, 1955, p.86) Appl. author: Ogilvy, Benson & Mather, Inc. © 5Oct55; KK113257.

Say, what is the Long Low Look? It's a brand-new breed of shoes, by Thom McAnn ... (In Buffalo evening news, Mar. 21, 1956, section 4, p.75) Appl. author: Ogilvy, Benson & Mather, Inc. © 21Mar56; KK116013.

Sir Cedric Hardwicke's candid comments on Thom McAns after 30 day try-out. (In Buffalo evening news, Oct. 12, 1955, p.73) Appl. author: Ogilvy, Benson & Mather, Inc. © 12Oct55; KK113255.

MERCHANDISE SELECTORS, INC. ©
Important: 4 piece set continental de luxe luggage. (Three-piece luggage set with fold-over bag) Ad mat no.G-25. Sheet. Appl. author: Meyer Robbin. © 27Jan56; KK115652.

10 day free trial. Minuteman waterless cookware including fully automatic electric skillet. Ad mat no.C-2. Sheet. Appl. author: Meyer Robbin. © 13Feb56; KK115648.

To get 1000 new customers ... 9 in 1 electric skillet ... (Automatic electric skillet with free tray) Ad mat no.B-41. Sheet. Appl. author: Meyer Robbin. © 13Feb56; KK115650.

To get 1000 new customers. (Two-For-One chromespun bedspread deal) Ad mat no.E-20. Sheet. Appl. author: Meyer Robbin. © 24Feb56; KK115649.

We want 1000 new customers. Famous make blender. Ad mat no.B-34. Sheet. Appl. author: Meyer Robbin. © 13Feb56; KK115651.

MERIDAN CORP.
Flex-O-Tube hose coupling specialists. Catalog C-100. 23 p. © Flex-O-Tube, a division of Meridan Corp.; 22Nov55; KK113997.

MERRY MANUFACTURING CO., INC. ©
My Merry boy's first aid. No.366 5. Toy kits. Label. © 10Jan56; KK113514.

MERRY MANUFACTURING CO., INC. © Cont'd.

My Merry dolly's first aid. No.521. Toy kits. Label. © 10Jan56; KK113515.

MEYER, JEROME d.b.a. COMPANION SELLING INSTITUTE. SEE Companion Selling Institute.

MIAHATI.

Four moods have I. Parfums & cologne. (In Mademoiselle, Feb. 1956, p.117) Appl. author: Andrew Apicella. © Miahati, Inc.; 26Jan56; KK117036.

MICHIGAN CHEMICAL CORP. ©

Ethyl Bromide for higher yields. (In Oil, paint & drug reporter, Apr. 2, 1956, p.49) © 2Apr56; KK116643.

Take a new look at bromine. (In Analytical chemistry, May 1956, p.16A-17A) © 20Apr56; KK117561.

MICHIGAN COMPOSITION & LAMP CO. ©

Plastic novelties. Folder. Appl. author: N. V. Giuliani Viviani. © 10Mar56; KK115622.

MIDAS, INC. ©

Midas muffler guarantee. Automotive accessory. Sheet. © 10Jan56; KK114766.

MIDLAND COOPERATIVES, INC. ©

Aim for 100 bushels of corn per acre with Midland Nitro-Gro, 41 °/o liquid nitrogen fertilizer. (In The Farmer, May 5, 1956, p.35) Appl. author: William F. Eisner. © 5May56; KK116415.

Fertilizer pays and helps you beat the price squeeze. (In The Farmer, Feb. 18, 1956, p.95) Appl. author: William F. Eisner. © 18Feb56; KK114277.

New Midland barn fogger saves up to 50 °/o of spraying costs and keeps your barn free of flies all summer long. Hi-Py stock spray; A-40 weed killer. (In The Farmer, May 19, 1956, p.27) Appl. author: William F. Eisner. © 19May56; KK116711.

Now, you can increase the life of your tractor. Midland regular gas & Midco all-season oil. (In The Farmer, Feb. 4, 1956, p.30) Appl. author: William F. Eisner. © 4Feb56; KK113957.

Put meatier hogs on the market in just 5 months with the Midland hog feeding plan. Midland baby pig Popettes, Kwik-Gro Forty, 40 °/o hog balancer ... (In The Farmer, Feb. 4, 1956, p.67) Appl. author: William F. Eisner. © 4Feb56; KK113958.

Save during Midland tire circus. (In The Farmer) Appl. author: William F. Eisner. © 16Jun56; KK117433.

Special offer, Universal short tube milker. (In The Farmer, Mar. 17, 1956, p.22) Appl. author: William F. Eisner. © 17Mar56; KK115413.

Tire sale. (In Mineapolis Sunday tribune, May 13, 1956, p.10) Appl. author: William F. Eisner. © 11May56; KK116712.

Your guarantee of quality-fresh petroleum products. (In The Milwaukee journal, Feb. 12, 1956, p.10) Appl. author: William F. Eisner. © 10Feb56; KK114094.

MIDWAY CORP.

Pine bouquet; sweetens and freshens air in your car, home, anywhere. Kar-Pets. Novelty deodorizing pad. Poster. © Continental Midway Corp. d.b.a. Midway Corp.; 14Oct55; KK116821.

MIERS, EARL SCHENCK.

American Antiquarian Society. SEE Kingsport Press, Inc.

The Chicago Historical Society. SEE Kingsport Press, Inc.

Library of Congress. SEE Kingsport Press, Inc.

Massachusetts Historical Society. SEE Kingsport Press, Inc.

Smithsonian Institution. SEE Kingsport Press, Inc.

MILANI (LOUIS) FOODS, INC. ©

Made with chicken, chicken soup base. Frances Fable. Net weight 7 lbs. Label. © 2Apr56; KK116378.

Milani, the name you know, presents the nicest thing that ever happened to your sales. Salad dressings & seasonings. Folder. © 29May54; KK117545.

The nicest thing that ever happened to me and the nicest thing that ever happened to fruit salad is Milani's 1890 french dressing. [Endorsed by] Madeline C. Smith. (In The Christian Science monitor, June 21, 1954, p.3) © 21Jun54; KK117180.

The nicest thing that ever happened to me, Mrs. Jim Maynard of Evanston says ... and the nicest thing that ever happened to meat is marinating with Milani's 1890 french dressing. (In Sunset, May 1954, p.202) © 22Apr54; KK117544.

Wives are very important people, so give the gift that goes home. Salad dressings & sauces. (In Sales management, Sept. 10, 1954, p.53) © 10Sep54; KK114386.

MILBURN, ERNEST M. ©

The new fad, personal name belt. Label. © 8May56; KK116895.

MILKO CONE & BAKING CO. ©

18 Long John miniature cake cones. Label. © 25May56; KK117182.

20 Long John double decker waffles for ice cream sandwiches. Label. © 25May56; KK117183.

MILKO DRINKING STRAW CO. ©

50 extra long, Long John, jumbo drink straws for all l-o-n-g and extra heavy drinks. (Long John standard drink straws) Label. © 10Feb56; KK114897.

MILKY WAY PRODUCTS CO. ©

Announcing the all new Milky Way baby pants. Style no.3501. [Form] 813-281. Sheet. © 1Feb56; KK114683.

Milky Way waterproof baby pants. Large; white. Label. © 11May56 (in notice: 1955); KK117706.

MILLER (CARL A.) & CO., INC. ©

Modern solid steel shaft collars. Sheet. Appl. author: William A. Abel. © 1Apr50; KK114694.

MILLER (FRANK B.) MANUFACTURING CO., INC. ©

Miller sliding glass doors, aluminum or steel. Catalog 117. Pamphlet. Appl. author: Ashby Starr. © 1Nov55; KK114395.

MILLER, GEORGE A. d.b.a. SCIENCE PRODUCTS CO. SEE Science Products Co.

MILLER, JOHN HERMAN. ©

Pressure sensitive tape. Label. © 3Jan56; KK115566.

MILLER (MARTIN) CO.

A, B, C, D, E, F. Mr. Jones, alike, yet very different. Mobilheat. Fuel oil. Sheet. © Martin Miller t.a. Martin Miller Co.; 1Sep55; KK114428.

He kept the dust on his shoes. Drummer. Advertising. Sheet. © Martin Miller t.a. Martin Miller Co.; 27Dec55; KK114435.

Mr. Jones, forever constant, never changing. Wedding ring. Mobilheat. Fuel oil. Sheet. © Martin Miller t.a. Martin Miller Co.; 1Sep55; KK114432.

Mr. Jones, good fuel oil is refined, not found. Test tube. Mobilheat. Sheet. © Martin Miller t.a. Martin Miller Co.; 1Sep55; KK114434.

Mr. Jones, once upon a time. Fable. Mobilheat. Fuel oil. Sheet. © Martin Miller t.a. Martin Miller Co.; 1Sep55; KK114433.

Pay to the order of --. Man's hand. General Insurance Co. of America. Sheet. © Martin Miller t.a. Martin Miller Co.; 1Sep55; KK114436.

Preferred Street. General Insurance Co. of America. Sheet. © Martin Miller t.a. Martin Miller Co.; 1Sep55; KK114429.

So you're building a new house. Home building. Mobilheat. Fuel oil. Sheet. © Martin Miller t.a. Martin Miller Co.; 1Sep55; KK114430.

A warm welcome at every door. Door ornaments. Mobilheat. Fuel oil. Sheet. © Martin Miller t.a. Martin Miller Co.; 1Sep55; KK114431.

MILLER BREWING CO. ©

Don't measure your pleasure in pennies, go first class. Miller High Life. (In The American weekly, Apr. 8, 1956, p.16) Appl. author: C. A. Mathisson. © 8Apr56; KK115843.

Either way, go first class. Miller High Life. [Two hands: one with bottle; other with can] (In The American weekly, May 20, 1956, p.19) Appl. author: C. A. Mathisson. © 20May56; KK116736.

Enjoy ~~do~~ it yourself, enjoy life with Miller High Life. Boat building. (In Sports review, basketball, v.16, no.1, p.4 of cover) Appl. author: C. A. Mathisson. © 1Dec55; KK113502.

Everyone likes to go first class. Miller High Life. [Woman in foreground; grocer putting case of beer in station wagon] (In The American weekly, Mar. 18, 1956, p.8) Appl. author: C. A. Mathisson. © 18Mar56; KK115230.

For fun afloat, go first class with Miller High Life. Boat ad. (In Argosy, Apr. 1956, p.3 of cover) Appl. author: C. A. Mathisson. © 1Apr56; KK115606.

For fun afloat, go first class with Miller High Life. Cabin cruiser. (In Parade, June 17, 1956, p.10) Appl. author: C. A. Mathisson. © 17Jun56; KK117520.

For the taste of your life. Miller High Life. Food. (In Collier's, Jan. 20, 1956, p.65) Appl. author: C. A. Mathisson. © 20Jan56; KK113480.

For the taste of your life, go first class. Miller High Life. Waiter. (In American Weekly, Mar. 4, 1956, p.19) Appl. author: C. A. Mathisson. © 4Mar56; KK114702.

For the taste of your life, go first class with Miller High Life. Barbecue ad. (In McCall's, Apr. 1956, p.131) Appl. author: C. A. Mathisson. © 1Apr56; KK115607.

The project's just started, but the pleasure's complete when Miller High Life is part of the plan. (In The American weekly, Jan. 22, 1956, p.15) Appl. author: C. A. Mathisson. © 22Jan56; KK113874.

Seems like everyone wants to go first class. Miller High Life. Champagne bucket. (In The American weekly, Apr. 22, 1956, p.18) Appl. author: C. A. Mathisson. © 22Apr56; KK115924.

This label tells the story. Miller High Life. (In American weekly, Feb. 5, 1956, p.19) Appl. author: C. A. Mathisson. © 5Feb56; KK113873.

When everything must be just so, go first class. Miller High Life. [Man greeting couple at door; woman pouring beer] (In The American weekly, Feb. 19, 1956, p.10) Appl. author: C. A. Mathisson. © 19Feb56; KK114454.

When there's pleasure in the air, go first class with Miller High Life. Picnic. (In The American weekly, June 24, 1956, p.35) Appl. author: C. A. Mathisson. © 24Jun56; KK117521.

You can take it with you. So, always go first class with this genuine Milwaukee beer, distinctive, delicious, Miller High Life. (In The American weekly, May 27, 1956) Appl. author: C. A. Mathisson. © 27May56; KK116735.

MILLER SPREADER CORP. ©

All new Miller spreader ... for asphalt and aggregate. Folder. Appl. author: Robert A. Joyce. © 14Jan56; KK113899.

MILLER'S HONEY CO. ©

Pure, natural, Creamy Clover Miller's honey. 12 oz. net weight. Label. Appl. author: Elliott V. Bogert. © 10May56; KK116547.

MILLS PRODUCTS CORP. ©

Girdle comfort with Garteze, foam rubber girdle anchor. Label. Appl. author: Harry Mills. © 19Jun56; KK117557.

Strapless bra comfort with foam rubber Boneze, Jr. cushions. Card. Appl. author: Harry Mills. © 9Jan56; KK113160.

MILTON BRADLEY CO. SEE Bradley (Milton) Co.

MILWAUKEE TRUCK CO., a division of GLEASON CORP. SEE Gleason Corp.

MINERVA WAX PAPER CO. ©

Minerva taste or appetite appeal design. Fischer's enriched bread, a finer loaf. Weight 20 ozs. Bread wrapper. Label. © 31May56; KK117242.

MINNESOTA MINING & MANUFACTURING CO. ©

Fixit tips with Scotch brand colored plastic tape. Mend auto seat covers; reinforce book bindings. (In Better homes & gardens, May 1956, p.288) © 19Apr56; KK116132.

Fixit tips with Scotch brand masking tape. Repainting baseboards; striping furniture? (In The Progressive farmer, Apr. 1956, p.94B) © 15Apr56; KK116131.

Freezer tips with Scotch brand freezer tape. (In The Progressive farmer, May 1956, p.151) © 15Apr56; KK116589.

Mend it with Scotch brand, it'll stay mended. Cellophane tape. (In Collier's, Mar. 2, 1956, p.79) © 16Feb56; KK114624.

Mend it with Scotch brand, it'll stay mended. Cellophane tape. (In The American weekly (Chicago Sunday American), Mar. 18, 1956, p.21) © 18Mar56; KK115174.

Mount it with Scotch brand, it'll stay mounted. Cellophane tape. (In Collier's, Apr. 13, 1956, p.72) © 29Mar56; KK116130.

Seal it with Scotch brand, it'll stay sealed. Cellophane tape. (In Parade (Portland Sunday telegram-Sunday press herald), Mar. 4, 1956, p.17) © 4Mar56; KK114965.

Seal it with Scotch brand, it'll stay sealed. [Hand with plaid glove sealing letter] Cellophane tape. (In Collier's, May 25, 1956, p.53) © 10May56; KK117112.

Tape 'em with Scotch brand, they'll stay taped. Cellophane tape. (In Look, May 15, 1956, p.81) © 1May56; KK116588.

Tape that sticks on both sides. Scotch brand double-coated tape. (In Time, Feb. 20, 1956, p.87) © 16Feb56; KK115556.

Which Scotch brand tape do you need today? [Hand with plaid glove pointing to 4 types of tape] (In American home magazine, May 1956, p.8) © 26Apr56; KK116587.

Which Scotch brand tape do you need today? (In The American magazine, Mar. 1956, p.7) © 1Mar56; KK115175.

World's strongest tape? Scotch brand filament tape. (In Time, Mar. 19, 1956, p.7) © 15Mar56; KK115557.

Zip-a-dee do dah, what fun, says Br'er Rabbit ... Win one of 25 free family trips to Disneyland or a trip to New York City, if you prefer. Scotch brand cellophane tape. (In Boston Sunday globe, Feb. 19, 1956, comic section) © 19Feb56; KK114625.

Zip-a-dee doo-dah, says Br'er Rabbit ... Win one of my 25 free family trips to Disneyland, or if you prefer, to New York City. Scotch brand cellophane tape. (In Walt Disney's Mickey Mouse, no.47, Apr.-May 1956, p.4 of cover) © 16Feb56; KK114623.

MIRACLE ADHESIVES CORP. ©

For progressive architects and engineers. Protektinsul Miracle pipe covering finish. Mira-Data sheet no.7. Folder. Appl. author: Alexander C. Kidd. © 8Dec55; KK117244.

Method of finishing flanges, fittings and valves in the application of Protektinsul Miracle pipe covering finish. Sheet. Appl. author: Alexander C. Kidd. © 23Sep54; KK117246.

A new development for air-conditioning systems for progressive architects and engineers: Protektinsul Miracle duct covering finish. Sheet. Appl. author: Alexander C. Kidd. © 23Sep54; KK117245.

MRS. TUCKER'S FOODS, INC. ©

Happy cake. Mrs. Tucker's shortening. Sheets. Appl. author: Albertine Berry. © 4Jan56; KK113455.

MITCHELL-BENTLEY CORP. ©

Here, at this table planned tomorrows are born. Automotive trim; station wagon bodies. (In Michigan manufacturer & financial record, Nov. 1955, p.61) © 5Nov55; KK113346.

MITTEN, FRANK P. d.b.a. MITTEN'S DISPLAY LETTERS. SEE Mitten's Display Letters.

MITTEN'S DISPLAY LETTERS.

Sculptured alphabets. Rev. ed. Sheet. Appl. states prev. reg. KK100840. © Frank P. Mitten d.b.a. Mitten's Display Letters; 3Jan55; KK113697.

MOBILE COMMUNICATIONS DEPT., ALLEN B. DU MONT LABORATORIES, INC. SEE Du Mont (Allen B.) Laboratories, Inc.

MOELLER MANUFACTURING CO., INC. ©

Brand new, Punch n Cover, combination opener and cover for use on condensed milk and baby formula cans. Sheet. Appl. author: Richard L. Peterson. © 15Mar56; KK116270.

Punch n Cover for canned milk. Card. Appl. author: Richard Peterson. © 15Dec55; KK113246.

MOHAWK ASSOCIATES. ©

Three feet long, Swish-Jet, flying space rocket. Toy. Label. Appl. authors: Ralph A. Benson & Raymond J. Novotny. © 6Feb56; KK114191.

MOHAWK CO. ©

Dutch charcoal sponge, refrigerator deodorizer. Label. Appl. author: Richard A. Hyatt. © 20Feb56; KK114411.

MOLL, HARRY. ©

Juggling Jr., the Harry Moll beginner's juggling set. Label. © 3Jan56; KK113241.

MONARCH MANUFACTURING WORKS, INC. ©

Monarch industrial spray nozzles and accessories. Catalog I. 20 p. Appl. author: E. Bartram Frame. © 20Mar56; KK115994.

MONET JEWELERS. ©

Fashion takes a long look. Earrings in the golden manner of Monet. © 1Oct54; KK114297.

Necklace splendor in the golden manner of Monet. © 1Sep54; KK114330.

Thank your Santa, thank Monet for these beautiful bracelets ... © 15Nov54; KK114331.

MONEY OLDSMOBILE CO. ©

Chances are only $11.00 per month stands between you and a new '56 Olds from Money Oldsmobile. Automobiles. (In The Phoenix gazette, Dec. 1, 1955, p.55) Appl. author: William C. Money. © 1Dec55; KK115092.

MONK, EDWIN.

18' day cruiser ... SEE Douglas Fir Plywood Assn.

11'-3" outboard ... SEE Douglas Fir Plywood Assn.

7'-9" pram dinghy, designed by C. P. and E. D. Burgess. SEE Douglas Fir Plywood Assn.

13'-4" outboard ... SEE Douglas Fir Plywood Assn.

MONROE CHEMICAL CO. ©

New - new, Wool-N-Wash, new, safe way to wash woolens. Fine fabrics detergent. (In The Daily times, Davenport, Iowa, May 14, 1956, p. 14) Appl. author: Nancy Parish. © 14May56; KK117249.

New, Wool-N-Wash, cold water suds discovery, safely washes wool. Fine fabrics detergent. (In The Morning democrat, Davenport, Iowa, June 1, 1956, p.21) Appl. author: Nancy Parish. © 1Jun56; KK117248.

MONROE CHEMICAL CO. © Cont'd.

New, Wool-N-Wash, safe cold water suds, won't shrink wool. Fine fabrics detergent. (In The Morning democrat, Davenport, Iowa, May 25, 1956, p.23) Appl. author: Nancy Parish. © 25May56; KK117247.

3¢ washes your fine woolens with new Wool-N-Wash, safe cold water suds. Fine fabrics detergent. (In The Daily times, Davenport, Iowa, May 29, 1956, p.11) Appl. author: Nancy Parish. © 29May56; KK117250.

MONSANTO CHEMICAL CO. ©

All guarantees its controlled suds will wash your clothes cleaner in any type of automatic washer. Laundry detergent. (In The Evening bulletin, Philadelphia, June 18, 1956, p.28) Appl. author: Needham, Louis & Brorby, Inc. © 18Jun56; KK117612.

Another great Monsanto promotion backs up closet accessories made of Ultron vinyl film. The closet clinic. (In Notion & novelty review, Feb. 1956, p.10-11) © 25Jan56; KK114718.

At last, controlled suds for both kinds of washers. All. Laundry detergent. (In Alexandria daily town talk, Alexandria-Pineville, La., Mar. 15, 1956, p.17) Appl. author: Needham, Louis & Brorby, Inc. © 15Mar56; KK116125.

Don't you agree, too, the cleanest clothes are the prettiest ones? Unless clothes rinse clean, they're just part clean. All. Laundry detergent. (In The Chicago daily tribune, Aug. 25, 1955, pt.4, p.9) Appl. author: Needham, Louis & Brorby, Inc. © 25Aug55; KK114999.

Double bargain offer. Look, save up to $2.50 on giant supply of All in flexible plastic pail. Laundry detergent. (In St. Louis post-dispatch, Mar. 26, 1956, pt.2, back p.) Appl. author: Needham, Louis & Brorby, Inc. © 26Mar56; KK116372.

Free, we'll buy your first package of this new easy-rinsing detergent for wringer washers. All. (In Alexandria daily town talk, Alexandria-Pineville, La., Mar. 22, 1956, p.21) Appl. author: Needham, Louis & Brorby, Inc. © 22Mar56; KK116124.

Good news about clean clothes deserves repeating. Unless clothes rinse clean, they're just part clean. All. Laundry detergent. (In Oakland tribune, Oct. 27, 1955, p.20-S) Appl. author: Needham, Louis & Brorby, Inc. © 27Oct55; KK116185.

Good-nighters sleep tighter ... Unless clothes rinse clean, they're just part clean. All. Laundry detergent. (In The Shreveport times, Sept. 19, 1955, pt.2, p.8-B) Appl. author: Needham, Louis & Brorby, Inc. © 19Sep55; KK114916.

Grocer's rule for success: Push those items that give you fast turnover on big-unit sales. All. Laundry detergent. (In Chain store age, May 27, 1955, p.57) Appl. author: Needham, Louis & Brorby, Inc. © 27May55; KK115376.

Hello, Towel, this is Shirt. All guarantees cleaner clothes because it rinses out cleaner than other soaps or detergents (flakes, powder or liquid) (In The Evening bulletin, Philadelphia, June 18, 1956, p.28) Appl. author: Needham, Louis & Brorby, Inc. © 18Jun56; KK117613.

How to make dad feel like a million dollars. Unless clothes rinse clean, they're just part clean. [Small girl standing on chair tying father's necktie] All. Laundry detergent. (In The Denver post, Nov. 10, 1955, p.40) Appl. author: Needham, Louis & Brorby, Inc. © 10Nov55; KK115033.

More clean clothes for your money. All. Laundry detergent. (In The Chicago daily tribune, July 27, 1955, p.11) Appl. author: Needham, Louis & Brorby, Inc. © 27Jul55; KK114998.

New, easy-rinsing detergent ends suds scum in wringer washers. All. (In Monroe (La.) news-star, Apr. 12, 1956, p.2-B) Appl. author: Needham, Louis & Brorby, Inc. © 12Apr56; KK115851.

New, wringer washer All ends suds scum on fresh-washed clothes. All. Laundry detergent. (In Monroe (La.) news-star, Mar. 29, 1956, p.16-B) Appl. author: Needham, Louis & Brorby, Inc. © 29Mar56; KK115852.

No suds scum like this on clothes with new Wringer Washer All. Laundry detergent. (In The Dubuque telegraph-herald, June 7, 1956, p.21) Appl. author: Needham, Louis & Brorby, Inc. © 7Jun56; KK117711.

Now, All ends suds scum in every type of washer. Laundry detergent. (In Alexandria daily town talk, Alexandria-Pineville, La., Apr. 5, 1956, p.19) Appl. author: Needham, Louis & Brorby, Inc. © 5Apr56; KK116126.

Now, free-rinsing All for every washing machine. Laundry detergent. (In St. Joseph news-press, St. Joseph, Mo., Mar. 21, 1956, p.9) Appl. author: Needham, Louis & Brorby, Inc. © 21Mar56; KK116625.

Profitorial: Sell one 25-lb. pail or package of All and you make as much profit as you make selling a whole case of other detergents one by one. (In Progressive grocer, Oct. 1, 1955, p.195) Appl. author: Needham, Louis & Brorby, Inc. © 1Oct55; KK115731.

A really clean, bright picture, youngsters wearing sleepers washed in All. Laundry detergent. (In St. Louis post-dispatch, May 13, 1955, pt.5, p.6E) Appl. author: Needham, Louis & Brorby, Inc. © 13May55; KK114997.

Unless clothes rinse clean, they're just part clean. [Daughter wearing robe examining laundered dress held by mother] All. Laundry detergent. (In Sunset magazine, Feb. 25, 1956, p.147) Appl. author: Needham, Louis & Brorby, Inc. © 25Feb56; KK115732.

Unless clothes rinse clean, they're just part clean. Great names in fashion want you to use All. Laundry detergent. (In The Seattle times, Mar. 18, 1956, pictorial section, p.28-29) Appl. author: Needham, Louis & Brorby, Inc. © 18Mar56; KK116123.

Unless clothes rinse clean, they're just part clean. [Mother & daughter looking at laundered dress] All. Laundry detergent. (In This week magazine, Feb. 12, 1956, p.14-15) Appl. author: Needham, Louis & Brorby, Inc. © 12Feb56; KK114917.

Unless clothes rinse clean, they're just part clean. [Small girl standing on chair tying father's necktie] All. Laundry detergent. (In This week magazine, Jan. 22, 1956, p.14-15) Appl. author: Needham, Louis & Brorby, Inc. © 22Jan56; KK114886.

Wouldn't it be silly to use harsh, thick suds when the instructions prescribe All? Laundry detergent. (In St. Louis post-dispatch, Apr. 5, 1955, pt.3, p.10C) Appl. author: Needham, Louis & Brorby, Inc. © 5Apr55; KK114996.

MONTPELIER SAVINGS BANK & TRUST CO. ©

What happens if you make no will? Folder. © 24Apr56; KK116073.

MOORE, GEORGE F.

Don't miss our special printing offer, shipping and mailing labels, 2000 for only $4.85 postpaid. Moore Printing Service. Sheet. © George Frank Moore; 21Dec55; KK113055.

MOORE (THOMAS) & CO.

Premium quality Tom Moore ginger ale. Pale dry. Contents 12 fl. oz. Label. © Thomas J. Moore d.b.a. Thomas Moore & Co.; 22Nov55; KK116360.

MOORE, THOMAS J. d.b.a. THOMAS MOORE & CO. SEE Moore (Thomas) & Co.

MOORE BUSINESS FORMS, INC. ©

Competitive edge. (In Business week, Feb. 20, 1954, p.2 of cover) © 19Feb54; KK113730.

Efficiency is way up. (In Time, May 17, 1954, p.94) © 13May54; KK113729.

Ready for the job. (In Business week, Apr. 10, 1954, p.39) © 9Apr54; KK113728.

MOORES (H. C.) CO. ©

It's here, wonderful, new, instant creamer for those who love fresh cream and modern convenience. [Bunch of violets; woman's hands with open jar of Pream & teaspoon over designed cup; pot nearby] (In The Saturday evening post, Apr. 28, 1956, p.143) Appl. author: Benton & Bowles, Inc. © 26Apr56; KK117295.

It's here, wonderful, new instant creamer for those who love fresh cream and modern convenience. [Woman's hands holding open jar of Pream & spoon with Pream over white cup with circular design; coffee pot] (In Collier's, Apr. 27, 1956, p.18) Appl. author: Benton & Bowles, Inc. © 25Apr56; KK116960.

Let us give you 50¢ to introduce you to new Pream, wonderful, new coffee creamer. (In Lima news, Apr. 12, 1956, p.25) Appl. author: Benton & Bowles, Inc. © 12Apr56; KK116962.

Special Pream offer. You're looking at the wonderful coffee creamer that will give you a free gift worth $1.29. (In Illinois State register, Apr. 11, 1956, p.28) Appl. author: Benton & Bowles, Inc. © 11Apr56; KK116966.

Teach your students the wonderful double convenience of Pream. Dairy product. (In Practical home economics, May 1956, p.43) Appl. author: Benton & Bowles, Inc. © 1May56; KK117680.

MOORLEE DISPLAY ADVERTISING. ©

Signs that sing out and sell. Mailing brochure. © 15Apr56; KK116199.

MORRELL (JOHN) & CO. ©

Another great, new first from Red Heart for a great, new burst in sales, 3-flavor Red Heart adds Lecithin, the youth element ... Dog food. (In Food mart news, Jan. 15, 1956, p.18) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 15Jan56; KK114065.

Buttered beef steaks with the big beef taste. Morrell Pride. (In Sioux City journal-tribune, May 10, 1956, section 2, p.12) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Frozen Meat Div.; 10May56; KK116584.

How to choose and prepare perfect Easter ham. (In Homemaker's digest (The Detroit news), Mar. 21, 1956, p.1) Appl. author: Campbell-Mithun, Inc. © 21Mar56; KK115168.

It's so good, we'll pay you $1.00 if you're not delighted with the flavor of new Morrell Pride bacon. (In The Post-standard, Syracuse, N. Y., Feb. 9, 1956, p.15) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Meats Division; 9Feb56 (in notice: 1955); KK113995.

Let's have ham. Morrell Pride E-Z cut ham. Recipe folder. Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Meats Division; 9Feb56; KK114725.

Man, I'm gonna stay younger longer. Now, Red Heart adds Lecithin, the youth element to its exclusive 3-way protein dog diet. (In The Philadelphia inquirer, May 11, 1956, p.36) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 11May56; KK116729.

Now, a real meat ration that's fresh, palatable, safe, Red Heart mink food. (In The Black fox magazine & modern mink breeder, May 1956, p.7) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Mink Food Dept.; 15May56; KK117201.

Now, Red Heart, the only 3-way protein dog diet adds Lecithin, the youth element. Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 1Jun56; KK117073.

Now, Red Heart, the only 3-way protein dog diet, adds Lecithin, the youth element. Great news for all pet owners, Red Heart, the perfect cat food has Lecithin, too. Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 25Apr56; KK116474.

Now, Red Heart, the only 3-way protein dog diet, adds Lecithin, the youth element. (In Chicago daily news, Feb. 2, 1956, p.38) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 2Feb56; KK114064.

Now, Red Heart, the only 3-way protein dog diet adds Lecithin, the youth element. (In Chicago daily tribune, Apr. 13, 1956) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 13Apr56; KK116107.

Now, Red Heart, the only 3-way protein dog diet, adds Lecithin, the youth element. (In Chicago daily tribune, Feb. 3, 1956) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 3Feb56; KK114151.

Now, Red Heart, the only 3-way protein dog diet, adds Lecithin, the youth element. (In Pictorial review, Boston, Apr. 8, 1956, p.14) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 8Apr56; KK115677.

Now, Red Heart, the only 3-way protein dog diet, adds Lecithin, the youth element. (In St. Louis post-dispatch, Apr. 5, 1956, p.20) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 5Apr56; KK115791.

Now, Red Heart, the only 3-way protein dog diet adds Lecithin, the youth element. (In The Newark star-ledger, Apr. 19, 1956) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 19Apr56; KK116473.

Now, Red Heart, the only 3-way protein dog diet, adds Lecithin, the youth element. (In The Springfield union, Springfield, Mass., Apr. 11, 1956) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 11Apr56; KK116327.

Now, Red Heart, the only 3-way protein dog diet adds Lecithin, the youth element. Red Heart, the perfect cat food, has Lecithin, too. (In The Evening star, Washington, D. C., Apr. 18, 1956, p.B-28) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 18Apr56; KK116041.

Now, 3-flavor Red Heart adds Lecithin, the youth element, to give you healthier, better looking dogs. Dog food. Appl. author: Campbell-Mithun, Inc. © 1May56; KK116262.

1/2 price sale on Morrell's buttered beef steaks with the big beef taste. (In Sioux City journal-tribune, Apr. 26, 1956, p.7) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Meats Division; 26Apr56; KK116212.

Only 3-flavor Red Heart gives you the advantage of the 3-way protein dog diet. (In The Mobile press, Jan. 19, 1956, p.8-C) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 19Jan56; KK113484.

Pork-a-plenty goodness. Morrell's Pork Tasteez, chopped, boneless, ready to cook. Morrell Pride frozen meats. (In Sioux City journal-tribune, May 31, 1956, p.13) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Frozen Meats Division; 31Mar56; KK116971.

Red Heart's 3-way protein dog diet, all the meat protein dogs require. Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 1Feb56; KK114563.

Reddy says: Man, I'm gonna stay younger longer. Now, Red Heart adds Lecithin, the youth element, to its exclusive 3-way protein dog diet. Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 2May56; KK116728.

Reddy says: Man, I'm gonna stay younger longer. 3-flavor Red Heart. Dog food. (In Chicago daily news, Mar. 21, 1956, p.37) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 21Mar56; KK115191.

Reddy says: Man, I'm gonna stay younger longer. 3-flavor Red Heart. Dog food. (In Chicago daily tribune, Mar. 16, 1956) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 16Mar56; KK115149.

Reddy says, Man, I'm gonna stay younger longer. 3-flavor Red Heart. Dog food. (In Chicago sun-times, Mar. 23, 1956, p.45) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 23Mar56; KK115176.

Reddy says, Man, I'm gonna stay younger longer. 3-flavor Red Heart. Dog food. (In Portland press herald, Portland, Me., Apr. 25, 1956) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 25Apr56; KK116326.

Toasted with smoke, most exciting flavor discovery in the world of bacon, Morrell Pride sliced bacon. (In St. Louis post-dispatch, Jan. 19, 1956, p.18D) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Meats Division; 19Jan56; KK113431.

True spices give it that country kitchen flavor. Morrell Pride pure pork sausage. (In The Mobile press, Jan. 19, 1956, p.10-C) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Meats Division; 19Jan56; KK113483.

MORRIS (PHILIP) INC. ©

Born gentle. Philip Morris cigarettes. (In Camerica (Dayton daily news), Feb. 5, 1956, p.17) Appl. author: The Biow Co. © 5Feb56; KK115516.

The gentle touch, it's welcome in my work and my cigarette, says L'Tanya ... Philip Morris cigarettes. (In Ebony, Feb. 1956, p.42) Appl. author: The Biow-Beirn-Toigo, Inc. © 13Jan56; KK113269.

Gentleness makes friends. Philip Morris cigarettes. (In Camerica (Dayton daily news), Apr. 1, 1956, p.15) Appl. author: The Biow Co. © 1Apr56; KK115517.

Loved for gentleness. Philip Morris cigarettes. (In Dayton, Ohio news, Jan. 8, 1956, p.15) Appl. author: Biow-Beirn-Toigo, Inc. © 8Jan56; KK113629.

MORRIS PAPER MILLS.

Exotic floral design. Folding box. Label. Appl. author: Cecil R. Hunter. © Lindley Box & Paper Division, Morris Paper Mills; 19Dec55; KK113208.

Sunburst; design to cover entire top of box. Label. Appl. author: Cecil R. Hunter. © Lindley Box & Paper Division, Morris Paper Mills; 19Dec55; KK113323.

MOTOR PRODUCTS CORP., DEEPFREEZE APPLIANCE DIVISION, sole owner, DEEPFREEZE HOME APPLIANCES. SEE Deepfreeze Home Appliances.

MOTOR WHEEL CORP. ©

How to get your lawn mowed the easy way. Reo power mowers. (In Better homes & gardens, June 1956, p.237) Appl. author: Young & Rubicam, Inc. © 22May56; KK117361.

New kind of power mower vacuum cleans your lawn. Duo-Trim sprays tiny clippings into the lawn ... Duo-Therm power mowers. (In Life, May 21, 1956, p.139) Appl. author: Young & Rubicam, Inc. © 17May56; KK117362.

New kind of power mower vacuum cleans your lawn. Duo-Trim sprays tiny clippings into the lawn ... (In Life, Apr. 30, 1956, p.61) Appl. author: Young & Rubicam, Inc. © 26Apr56; KK116446.

MOTOR WHEEL CORP. © Cont'd.

New kind of power mower vacuum cleans your lawn. Here's Duo-Trim's exclusive wind-tunnel action in action. (In Life, Mar. 26, 1956, p.135) Appl. author: Young & Rubicam, Inc. © 22Mar56; KK115759.

New kind of power mower vacuum cleans your lawn. Here's wind-tunnel action in action. Duo-Trim. (In Life, Apr. 9, 1956, p.77) Appl. author: Young & Rubicam, Inc. © 5Apr56; KK115758.

New Reo mows any lawn in one clean sweep and you don't have to push. (In Better homes & gardens, Apr. 1956, p.347) Appl. author: Young & Rubicam, Inc. © Motor Wheel Corp., Reo Division; 20Mar56; KK115760.

New Reo mows any lawn that grows in one clean sweep. (In Better homes & gardens, May 1956, p.326-327) Appl. author: Young & Rubicam, Inc. © Motor Wheel Corp., Reo Division; 19Apr56; KK116447.

MOUNT HOPE MACHINERY CO. ©

How much can Mount Hope felt preservers s-t-r-e-t-c-h felt life and shrink downtime in your mill? Felt preservers for paper industry. Folder. Appl. author: Callaway Associates. © 1Apr56; KK116996.

S-T-O-P losing profits on spoiled yardage by getting rid of wrinkles. Mount Hope Free Wheeling expanders ... Folder. Appl. author: Callaway Associates. © 1Apr56; KK116995.

Stop losing profits on spoiled yardage by preventing distortion. Mount Hope Free Wheeling expanders ... Folder. Appl. author: Callaway Associates. © 11May56; KK116997.

MULLER-GROCERS BAKING CO. ©

Muller's Dutch Kitchen cinnamon cookies. Baker's 13 dozen. Label. Appl. author: Paul Dohr. © 10May56; KK116701.

MULLINS MANUFACTURING CORP. ©

Feature for feature, no other sink can compare with Youngstown Kitchens' banner value. (In Life, Jan. 23, 1956, p.52) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 23Jan56; KK114902.

Spotlight special. Youngstown Kitchens ... 54" cabinet sink ... (In Life, Nov. 21, 1955, p.116) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 21Nov55; KK113419.

Start your dream kitchen now with a colorful Youngstown Kitchens cabinet sink. (In Good housekeeping, Dec. 1955, p.179) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 22Nov55 (in notice: 1956); KK113265.

Stop dreaming, start living in a gorgeous Youngstown Kitchen. (In Better homes & gardens, Jan. 1956, p.91) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 12Dec55 (in notice: 1956); KK113266.

Stop dreaming, start living in a gorgeous Youngstown Kitchen. (In Living for young homemakers, Feb. 1956, p.9) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 19Jan56; KK114182.

Stop dreaming, start living in a gorgeous Youngstown Kitchen. (In The American home, Feb. 1956, p.87) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 17Jan56; KK114441.

What a difference a new sink makes. Youngstown Steel Kitchens. (In Life, Feb. 27, 1956, p.143) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 27Feb56; KK114903.

MULLINS MANUFACTURING CORP. SEE ALSO American Radiator & Standard Sanitary Corp.

MUSICAL MASTERPIECE SOCIETY, INC. ©

Accept this free gift of all these 10 masterpieces ... Phonograph records. (In Herald tribune book review, Feb. 26, 1956, p.14) © 26Feb56; KK115224.

MUTUAL BENEFIT HEALTH & ACCIDENT ASSN. ©

Buy that new workshop with an easy mind. Insurance. (In The Saturday evening post, Feb. 11, 1956, p.52-53) Appl. author: Bozell & Jacobs, Inc. © 11Feb56; KK114394.

Do-it-yourself ideas. Easy Mind program 1956. Insurance. Folder. Appl. author: Bozell & Jacobs, Inc. © 20Dec55; KK114274.

Mutual of Omaha selling the new approach to 44 million families. Insurance. Pamphlet. Appl. author: Bozell & Jacobs, Inc. © 20Dec55; KK114472.

Mutual of Omaha's Easy Mind on radio and television, 1956. Insurance. Pamphlet. Appl. author: Bozell & Jacobs, Inc. © 20Dec55; KK114473.

Sales guide; Mutual of Omaha's Easy Mind insurance plan. Pamphlet. Appl. author: Bozell & Jacobs, Inc. © 20Dec55; KK114471.

Spend with an easy mind. Insurance. (In Life, Jan. 9, 1956, p.30-31) Appl. author: Bozell & Jacobs, Inc. © 9Jan56; KK114301.

MYERS, JAMES E., JR. d.b.a. MYERS ALLWEATHER ANTENNAS MANUFACTURING CO. SEE Myers Allweather Antennas Manufacturing Co.

MYERS, WALTER H. ©

Min-A-Tool, a multi-purpose instrument. Scriber or probe. Label. © 23Jun56; KK117635.

MYERS ALLWEATHER ANTENNAS MANUFACTURING CO.

It's new. Announcing Meyers Allweather Antenna. Mail folder. © James E. Myers, Jr. d.b.a. Myers Allweather Antennas Manufacturing Co.; 3Jan56; KK115066.

A new development, Tuned Insulators, eliminates the bug-a-boo of television antenna systems. Folder. © James E. Myers, Jr.; 14Nov55; KK115423.

MYSTIK ADHESIVE PRODUCTS. ©

If it's your job to save time and money, see your Mystik tape man. (In Newsweek, Jan. 16, 1956, p.49) Appl. author: George H. Hartman Co. © 11Jan56; KK113225.

Protecto-Mask eliminates costly refinishing. Mystik brand tapes. (In Industrial equipment news, Apr. 1956, p.74) Appl. author: George H. Hartman Co. © 1Apr56; KK115634.

Self-Stik Mystik printed tape tells and sells in 6 colors. (In Industrial maintenance & plant operation, Feb. 1956, p.8) Appl. author: George H. Hartman Co. © 1Feb56; KK114157.

Tell 'em on the tape that makes instructions stick 6 ways better. (In Newsweek, Feb. 6, 1956, p.41) Appl. author: George H. Hartman Co. © 1Feb56; KK114158.

MYZON, INC. ©

Amazing brand-new Myzon formula 62 in drinking water helps stop broiler setbacks. Poultry feed supplement. Sheet. Appl. author: Arthur Meyerhoff & Co. © 24Feb56; KK114591.

Amazing Myzon helps stop pig setbacks. Swine builder, calf builder and poultry builder. Mail folder. Appl. author: Arthur Meyerhoff & Co. © 29Feb56; KK114662.

New scientific Myzon formula in drinking water helps stop broiler setbacks. Poultry builder. Sheet. Appl. author: Arthur Meyerhoff & Co. © 3May56; KK116386.

New, scientific Myzon formula in drinking water helps stop laying slumps. Poultry builder. Folder. Appl. author: Arthur Meyerhoff & Co. © 3May56; KK116385.

Tested Myzon poultry builder & Myzon swine builder ads, run them in your own newspaper ... Sheet. Appl. author: Arthur Meyerhoff & Co. © 21Mar56; KK115171.

Tiny giants that work for you. Myzon poultry builder. Pamphlet. Appl. author: Arthur Meyerhoff & Co. © 3May56; KK116387.

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N. L. S. CORP. ©

Cordial display calendar. Jan. 1956. Liquor. Sheet. Appl. author: Virgil L. Nash. © 30Jan56; KK115061.

NRC EQUIPMENT CORP. ©

Vacuum coaters. Model 3134. Sheet. © 5Jun56; KK117137.

Vacuum coaters. Model 3138. Sheet. © 5Jun56; KK117136.

NAIL-GRO CO.

How to grow long beautiful nails in 7 minutes. Scientific, new, natural formula builds out short nails. (In The Daily mirror, New York, May 8, 1955) © John T. Andreadis d.b.a. Nail-Gro Co.; 8May55; KK114684.

NANCO PRODUCTS, INC. ©

Protecto-Car, the sure-fire method of protecting the interior of your car. Car screen. Sheet. Appl. authors: Alvin L. Schugam & Hilford A. Caplan. © 4May56; KK116422.

Protecto-Vent. Ventilating screen. Sheet. Appl. authors: Alvin L. Schugam & Hilford A. Caplan. © 20Mar56; KK116102.

NATION-WIDE EDUCATION SERVICE.

Mr. Superintendent, is this true? Educational cartoons. Mail folder. Appl. author: Bill Hartman. © Bill Hartman & Dick Bibler d.b.a. Nation-Wide Education Service; 31Oct55; KK113432.

NATIONAL AUTHORITY FOR THE LADIES' HANDBAG INDUSTRY. ©

Manufacturer's guarantee. Label. © 9Mar56; KK115488.

NATIONAL CASUALTY CO. ©

Do you think you are a good driver? Then, you can benefit from National Casualty's NA$P, No Accident $avings Plan. Automobile insurance policies. (In Akron beacon journal, Apr. 20, 1956, p.31) Appl. author: Robert H. Powell. © 20Apr56; KK116330.

NATIONAL COMICS PUBLICATIONS, INC. ©

Superman soap, the soap that makes you super clean. Label. © 23Jan56; KK113689.

3 delicious Superman submarine rolls. Bags; containers. Label. © 10May55; KK113690.

NATIONAL CYLINDER GAS CO. ©

Argon, new star performer in industrial gases. (In U. S. news & world report, Feb. 24, 1956, p.2 of cover) © 24Feb56; KK117606.

Argon, the Cinderella gas of modern industry. (In U. S. news & world report, Sept. 9, 1955, p.108) © 9Sep55; KK115742.

Dimensional data and weights, Tube-Turn welding fittings and flanges. Folder. Appl. author: Elmer H. Dilley. © Tube Turns, Inc., division of National Cylinder Gas Co.; 19Jul49; KK114385.

From infancy, through childhood ... The breath of life now saves and comforts patients of every age. (In U. S. news & world report, Mar. 4, 1955, p.46) © 4Mar55; KK114768.

NCG supplies oxygen in just the way your need requires. (In U. S. news & world report, Jan. 7, 1955, p.34) © 7Jan55; KK115512.

They play a part in the making of many better products. NCG industrial gases. (In U. S. news & world report, Sept. 10, 1954, p.92) © 10Sep54; KK116912.

NATIONAL DAIRY QUEEN DEVELOPMENT CO. ©

Banana fans favor this Dairy Queen sundae. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Apr56; KK116312.

Banquet in scarlet, Dairy Queen strawberry shortcake. Whole milk & sweet cream frozen food. Appl. author: W. J. Henderson. © 10May56; KK116773.

Cool and crimson, Dairy Queen raspberry sundae. Whole milk & sweet cream frozen food. Appl. author: W. J. Henderson. © 10May56; KK116770.

Dairy Queen. Banana split on yellow background. Poster kit no.1 '56. Whole milk & sweet cream frozen food. Appl. author: W. J. Henderson. © 10Feb56; KK115842.

Dairy Queen hot fudge sundae. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Feb56; KK115827.

Dairy Queen window display plan. April kit 56-2; 1st period. Whole milk & sweet cream frozen food. Sheet. Appl. author: W. J. Henderson. © 10Mar56; KK115831.

Dark and dandy; Dairy Queen hot-fudge sundae. Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Feb56; KK115836.

Dipped cones. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Apr56; KK116314.

Elegantly yours; Dairy Queen lady lavender. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Mar56; KK115833.

Enchanting chocolate; Dairy Queen black magic. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Feb56; KK115825.

Free whistle with Dairy Queen whistle-top sundae, all flavors. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Apr56; KK116311.

Freshly frozen masterpiece, strawberry sundae. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Mar56; KK115824.

Gals, it's leap year, treat your guy to a Dairy Queen Jack 'n Jill. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Feb56; KK115828.

Get Dairy Queen's home-sweet, home-pak. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Mar56; KK115837.

Great Scot, what a lot; Dairy Queen butterscotch sundae. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Mar56; KK115834.

Headed home? Have home-pak Dairy Queen. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © National Dairy Queen Development Co., Inc.; 10Apr56; KK116317.

Hoot mon; Dairy Queen butterscotch sundae. Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Mar56; KK115832.

If it's round, it's a Dilly. Dilly sez: Take 'em home. Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Feb56; KK115838.

In the merry month of May, it's the Dairy Queen 19¢ sale malts and shakes, May 1st, one day only. Whole milk & sweet cream frozen food. (In Life, Apr. 23, 1956, p.86) Appl. author: Gene Carr. © 19Apr56; KK116160.

It's a happy homecoming with Dairy Queen home-pak. Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Feb56; KK115841.

It's sweet sixteen for Dairy Queen. 16¢ special value strawberry sundae, June 16th. Whole milk & sweet cream frozen food. (In Life, June 11, 1956, p.127) Appl. author: Eugene Carr. © 7Jun56; KK117622.

Jolly good time, old boy; Dairy Queen english toffee sundae. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Mar56; KK115823.

Kissin' kin; Dairy Queen malts & shakes. Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Feb56; KK115835.

Lickety split banana split. Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Apr56; KK116310.

Long, large and delicious, Dairy Queen banana split. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Apr56; KK116313.

Nutty, man, nutty, Dairy Queen butter pecan sundae. Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Mar56; KK115822.

Red, ripe 'n ready, Dairy Queen strawberry sundae. Whole milk & sweet cream frozen food. Appl. author: W. J. Henderson. © 10May56; KK116772.

Restock your freezer event. Take home some delicious Dairy Queen. Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Feb56; KK115830.

The right way to serve and keep hard frozen Dairy Queen. Whole milk & sweet cream frozen food. Sheet. Appl. author: Gene Carr. © 15Jan56; KK115104.

The shape of fun to come, DQ sandwich. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © National Dairy Queen Development Co., Inc.; 10Apr56; KK116316.

A smile's in style with the Dairy Queen Coconut Isle. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Apr56; KK116315.

Spectacular; Dairy Queen malts & shakes. Whole milk & sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Mar56; KK115839.

Star of sundaes, Dairy Queen chocolate sundae. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Feb56; KK115829.

Sure and begorrah, it's Dairy Queen Emerald Isle. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Feb56; KK115826.

Take your pleasant choice: Dairy Queen sodas, floats, freezes. Whole milk and sweet cream frozen food. Appl. author: W. J. Henderson. © 10May56; KK116771.

When good flavors get together, DQ sandwich, chocolate wafers with Dairy Queen in between. Whole milk & Sweet cream frozen food. Poster. Appl. author: W. J. Henderson. © 10Mar56; KK115840.

NATIONAL FARM BUILDINGS, INC. ©

Announcing to farmers: New, low-cost, modern Can't-Sag pole buildings with truss rafter construction. Ad mat. © 15Jan56; KK115860.

Big news in farm buildings. Mail folder. © 15Jan56; KK115325.

Mr. Farmer: Here's low-cost safe corn storage. Can't-Sag 30' x 32' pole corn crib. Ad mat. © 15Jan56; KK115862.

Mr. Farmer: Low-cost machinery center saves equipment depreciation. Can't-Sag 32' x 90' pole machinery center. Ad mat. © 15Jan56; KK115863.

Mr. Farmer: Low-cost pole barn saves chore time. Can't-Sag 52' x 60' pole barn. Ad mat. © 15Jan56; KK115859.

Mr. Farmer: New, low-cost all-purpose pole building. Can't-Sag 40' x 60' pole utility building. Ad mat. © 15Jan56; KK115864.

Mr. Farmer: You need the lifetime protection of a Can't-Sag pole building, now. Can't-Sag 40' x 60' pole cattle barn. Ad mat. © 15Jan56; KK115861.

NATIONAL HOMES CORP. ©

Automatic production assures precision, finer quality, better performance. Prefabricated houses.

NATIONAL HOMES CORP. © Cont'd.

(In Building standards monthly, Apr. 1956, p.4 of cover) Appl. author: Applegate Advertising Agency, Inc. © 1Apr56; KK116052.

Featuring for the first time, large, luxurious homes. Prefabricated houses. (In Muncie star, Oct. 8, 1955, p.10) Appl. author: Applegate Advertising Agency, Inc. © 8Oct55; KK113645.

For finer living, a National Home with new, luxurious features. Prefabricated houses. (In Look, Feb. 21, 1956, p.49) Appl. author: Applegate Advertising Agency, Inc. © 7Feb56; KK114548.

For greater volume profits, builders are using National Homes. National Homes are a brand-name product ... ⌜Endorsed by⌝ N. D. Woods ⌜& 2 others⌝ Prefabricated houses. (In American builder, Jan. 1956, p.234) Appl. author: Applegate Advertising Agency, Inc. © 1Jan56; KK113354.

For greater volume profits, builders are using National Homes. National Homes is the country's largest producer of homes. ⌜Endorsed by⌝ Wallace Johnson ⌜& 2 others⌝ Prefabricated houses. (In House & home, Jan. 1956, p.4 of cover) Appl. author: Applegate Advertising Agency, Inc. © 26Dec55 (in notice: 1956); KK113355.

How to put on a successful National Homes open-house promotion. Prefabricated houses. 7 p. Appl. author: Applegate Advertising Agency, Inc. © 30Sep55; KK113976.

In 1956, the 100,000th National Home. ⌜Endorsed by⌝ R. F. Diehl ⌜& 2 others⌝ Prefabricated houses. (In American Builder, Apr. 1956, p.F-14) Appl. author: Applegate Advertising Agency, Inc. © 1Apr56; KK116048.

In 1956, the 100,000th National Home. National Homes you can individualize. Prefabricated houses. (In Life, Jan. 23, 1956, p.126-127) Appl. author: Applegate Advertising Agency, Inc. © 20Jan56; KK113748.

In 1956, the 100,000th National Home. National leads in fine-home features. Prefabricated houses. (In Parents' magazine, May 1956, p.94-95) Appl. author: Applegate Advertising Agency, Inc. © 25Apr56; KK116053.

In 1956, the 100,000th National Home. Take a look at the new Nationals, finer homes at far less cost. Prefabricated houses. (In Good housekeeping, Apr. 1956, p.180-181) Appl. author: Applegate Advertising Agency, Inc. © 20Mar56; KK116049.

An invitation to visit the all-new 1956 National Home. Prefabricated houses. (In Chicago construction news, Jan. 24, 1956, p.3) Appl. author: Applegate Advertising Agency, Inc. © 24Jan56; KK114467.

National Homes mortgages are sound long-term investments. Prefabricated houses. (In Banking, Apr. 1956, p.127) Appl. author: Applegate Advertising Agency, Inc. © 30Mar56; KK116050.

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National Homes open house showings attract millions of home buyers. Prefabricated houses. (In House & home, Mar. 1956, p.4 of cover) Appl. author: Applegate Advertising Agency, Inc. © 26Feb56; KK115213.

National Homes prefabricated panels and structural parts are approved ... Complete code compliance. (In Southern building magazine, Mar. 1956, p.4 of cover) Appl. author: Applegate Advertising Agency, Inc. © 10Mar56; KK116051.

1956, a year of opportunity for you as a National Homes builder-dealer. Prefabricated houses. (In PF-the magazine of prefabrication, Dec. 1955, p.35) Appl. author: Applegate Advertising Agency, Inc. © 15Dec55; KK113975.

A practical solution to the urgent need for schools. Prefabricated schools. Pamphlet. Appl. author: Applegate Advertising Agency, Inc. © 28Dec55; KK114466.

10 big reasons why more and more leading builders prefer building National Homes. Prefabricated houses. (In American builder, Feb. 1956, p.146) Appl. author: Applegate Advertising Agency, Inc. © 1Feb56; KK114468.

Why prefabricated homes make better mortgage risks, by James R. Price. 20 p. Appl. author: Applegate Advertising Agency, Inc. © 15Nov55; KK114005.

NATIONAL INSTITUTE OF WOOD KITCHEN CABINETS. ©

Wood for enduring beauty. Pallet board with woman's head. (In History of the Institute, cover) © 20Jan56; KK114017.

NATIONAL LIGHTING BUREAU. ©

New, easier way to sell bigger profit lighting jobs. Certified Lighting Plan. (In Electrical west, Feb. 1956, p.156-157) Appl. author: Van Auken, Ragland & Stevens. © 10Feb56; KK115387.

Sell up with plus features and National Lighting standards. Certified lighting. (In Qualified contractor, Mar. 1956, p.51) Appl. author: Van Auken, Ragland & Stevens. © 5Mar56; KK117278.

NATIONAL OATS CO. ©

Worth getting up for; 3 Minute oats. Poster. Appl. author: Gene Carr. © 24Jan56; KK114601.

Worth getting up for because it is so fine in flavor, so nourishing, so quick to fix. 3-Minute brand oatmeal. (In Tampa morning tribune, Feb. 22, 1956, section 1, p.18) Appl. author: Gene Carr. © 22Feb56; KK114826.

Worth reaching for because it outperforms them all. 3 Minute brand popcorn. (In Dallas times herald, Feb. 16, 1956, section 5, p.6) Appl. author: Gene Carr. © 16Feb56; KK114827.

Worth reaching for, tasty-tender, tantalizing. 3 Minute brand pop corn. Poster. Appl. author: Gene Carr. © 24Jan56; KK115600.

NATIONAL OF HARTFORD GROUP. ©

The only man in town you wouldn't dare do business without, your protection agent ... Insurance. (In Time, Feb. 6, 1956, p.62) Appl. author: J. M. Hickerson, Inc. © 6Feb56; KK113897.

The only man in town you wouldn't dare do business without, your protection agent. Insurance. (In Time, Apr. 2, 1956, p.111) Appl. author: J. M. Hickerson, Inc. © 28Mar56; KK116465.

NATIONAL PRESTO INDUSTRIES, INC. ©

Now, the famous Presto pressure cooker is electric. (In Good housekeeping, Dec. 1955, p.177) © 17Nov55; KK113280.

Presto fiftieth anniversary bonus values. New Presto cooker, greatest pressure cooker advance in 15 years. (In The Progressive farmer, Apr. 1955, p.108) © 15Mar55; KK115334.

Presto free offer: free ironing pad and cover set with purchase of Presto vapor steam and dry iron. (In The Saturday evening post, Sept. 17, 1955, p.111) © 14Sep55; KK113282.

Presto in exciting new pastel colors. Automatic coffee maker; electric steam & dry iron. (In Ladies' home journal, Nov. 1955, p.32) © 27Oct55; KK113283.

Presto saves time; give them the new Presto 700 cooker. (In The Saturday evening post, Sept. 17, 1955, p.110) © 14Sep55; KK113281.

This is true about steam ironing. Presto vapor steam iron. (In McCall's, Apr. 1955, p.160) © 20Mar55; KK116602.

This is true about steam ironing. You must have these 6 features for easiest ironing, best results. Presto vapor steam iron. (In McCall's, Apr. 1955, p.160) © 16Mar55; KK115523.

NATIONAL RURAL ELECTRIC COOPERATIVE ASSN. ©

A freezer's the handiest thing. [Housewife & Willie Wiredhand at freezer] Electric service. Sheet. Appl. author: William S. Roberts. © 27Mar56; KK116667.

Willie Wiredhand. Hey pop, Fancy Dan got away. 4-H Club publicity. Electric service. Sheet. Appl. author: William S. Roberts. © 15May56; KK116666.

Willie Wiredhand. I've never been up to the old hermit's cave before. REA twentieth anniversary. Electric service. Sheet. Appl. author: William S. Roberts. © 13Jan56; KK113420.

Willie Wiredhand. March winds and April showers make way for sweet May flowers. Electric water systems. Sheet. Appl. author: William S. Roberts. © 15Feb56; KK114302.

Willie Wiredhand. Tell us a story, Uncle Willie. (250th anniversary of Benjamin Franklin's discovery of electricity) Electric service. Sheet. Appl. author: William S. Roberts. © 14Mar56; KK115630.

Willie Wiredhand. Willie, this is a lot of nonsense. Irrigation. Electric service. Sheet. Appl. author: William S. Roberts. © 16Apr56; KK116668.

NATIONAL SYNDICATIONS, a division of THEODORE H. SEGALL ADVERTISING AGENCY. SEE Segall (Theodore H.) Advertising Agency.

NATIONAL TRADE CHEMICALS CO.

Supermaster spotting chart. Dry cleaning spotting chemicals. Sheet. © Louis Goldsmith t.a. National Trade Chemicals Co.; 22Dec55; KK113878.

NATONE CO. ©

Lip lines, a guide to new lip loveliness, by Martha Lorraine. Lipstick brushes. Folder. Appl. author: Martha Lorraine, pseud. of Carl Wagley Culpepper. © 28May56; KK117088.

The soap that makes your skin sing. Neutrogena. Sheet. Appl. author: Carl Wagley Culpepper. © 2May56; KK117089.

NEHI CORP. ©

Dig this crazy purr. Louie the Leopard says: (Purr) You'll be the coolest cat in town with any of these 9 live-ly flavors (unpurr) Soft drinks and carbonated waters. (In Chicago daily tribune, May 25, 1956, pt.1, p.15) © 25May56; KK116958.

Knee-deep in Nehi in MiraCan. Nehi - Louie, the Leopard says: (Purr) You'll be the coolest cat in town with any of these 9 lively flavors (unpurr) Soft drinks & carbonated waters. (In Chicago daily tribune, June 11, 1956, pt.3, p.1) © 11Jun56; KK117408.

Look ma, no paws, but refreshment aplenty in Nehi MiraCans. Nehi - Louie, the Leopard says: (Purr) You'll be the coolest cat in town with any of Nehi's 9 live-ly flavors (unpurr) Soft drinks & carbonated waters. (In Chicago daily tribune, June 6, 1956, pt.2, p.12) © 6Jun56; KK117145.

NEILSON CHEMICAL CO. ©

How to use wipe-off type Metalprep, a Prep product. Rust remover & metal cleaner. Folder. © 12Apr56; KK115643.

NEIMAN-MARCUS. ©

After-five fur. (In The Dallas morning news, Feb. 29, 1956) © 29Feb56; KK114986.

Announcing a breathtaking collection of pure-luxury white mink ... (In The Houston chronicle, Mar. 25, 1956, section 1, p.3) © 25Mar56; KK115465.

A brand-new collection of N-M mink cape stoles has arrived ... (In The Dallas morning news, Dec. 30, 1955, pt.3, p.1) © Neiman-Marcus Co.; 30Dec55; KK113169.

Desert sand mink for 1956. The rare, striking, and sophisticated blonde mink ... (In The Houston post, May 16, 1956, section 2, p.3) © 16May56; KK116985.

Give her a choice of N-M mink, 495.00. (In The Dallas morning news, Dec. 15, 1955, pt.3, p.1) © Neiman-Marcus Co.; 15Dec55; KK113167.

Great special purchase, new full-length mink coats at 40 °/o savings. (In The Dallas morning news, Jan. 22, 1956, pt.6, p.8) © Neiman-Marcus Co.; 22Jan56; KK114218.

If sheared raccoon, sheared beaver or Persian lamb is your fur ... Special fur purchase. (In The Dallas morning news, Feb. 5, 1956, pt.6, p.8) © Neiman-Marcus Co.; 5Feb56; KK114220.

If there is a mink coat in your future, we urge you to hurry to N-M today. (In The Dallas morning news, Jan. 26, 1956, pt.3, p.18) © Neiman-Marcus Co.; 26Jan56; KK114217.

It will be a cold day in July. Fur storage. (In The Dallas times herald, Apr. 1, 1956, pt.B, p.1) © 1Apr56; KK116989.

Last 4 days of our famous fur sale. (In The Dallas morning news, Feb. 22, 1956) © Neiman-Marcus Co.; 22Feb56; KK114987.

N-M mink is a widely accepted fashion philosophy. Not just mink, but N-M mink 850.00. (In The Houston chronicle, Apr. 29, 1956, section 1, p.3) © 29Apr56; KK116990.

The N-M way to give mink. Don't panic, better late than not to give N-M mink at all. (In The Houston post, Dec. 22, 1955, section 2, p.3) © Neiman-Marcus Co.; 22Dec55; KK113166.

The N-M way to give mink. Not just mink, but Neiman-Marcus mink ... (In The Dallas morning news, Dec. 18, 1955, pt.5, p.2) © Neiman-Marcus Co.; 18Dec55; KK113168.

Neiman-Marcus prophetic mink fashion. (In The Dallas morning news, Mar. 9, 1956, pt.3, p.17) © 9Mar56; KK115461.

New mink shape ... The jacket stole. (In The Dallas morning news, Apr. 29, 1956, pt.6, p.8) © 29Apr56; KK116987.

Not just mink, but N-M custom mink. For the woman who wants the most individual of minks ... (In The Dallas morning news, Apr. 11, 1956, pt.3, p.1) © 11Apr56; KK116986.

Not just mink, but N-M mink 850.00. Silverblu mink scaled for the tall figure. (In The Dallas morning news, Feb. 26, 1956, pt.6, p.10) © 26Feb56; KK115464.

Not just mink, but N-M mink 850.00. This superb stole is royal pastel mink ... (In The Dallas morning news, Mar. 7, 1956, pt.2, p.3) © 7Mar56; KK115462.

Not just mink, but N-M mink 550.00. (In The Dallas morning news, Feb. 20, 1956) © Neiman-Marcus Co.; 20Feb56; KK114984.

Not just mink, but N-M mink, 695.00. A superb cape stole of dark ranch mink ... (In The Dallas morning news) © 25May56; KK117026.

Not just mink, but N-M mink 695.00. If there's a fur in your future, see this superb stole ... (In The Dallas morning news, Mar. 16, 1956, pt.3, p.16) © 16Mar56; KK115463.

Not just mink, but N-M mink 695.00. Silverblu mink in a stole ... (In The Houston post, Mar. 18, 1956, section 5, p.1) © 18Mar56; KK115460.

Presenting a very special purchase of popular furs. (In The Dallas morning news, Jan. 31, 1956, pt.3, p.1) © Neiman-Marcus Co.; 31Jan56; KK114215.

Sale of N-M mink. (In The Dallas morning news, Jan. 6, 1956, pt.3, p.20) © Neiman-Marcus Co.; 6Jan56; KK113170.

Take a mink jacket. (In The Dallas morning news, Feb. 16, 1956) © Neiman-Marcus Co.; 16Feb56; KK114985.

Tomorrow, N-M's great fur sale offers new and further reductions. (In The Dallas morning news, Jan. 29, 1956, pt.6, p.10) © Neiman-Marcus Co.; 29Jan56; KK114216.

Traditional fur sale. (In The Dallas morning news, Jan. 3, 1956, pt.3, p.12) © Neiman-Marcus Co.; 3Jan56; KK114219.

We are not fresh out of mink. (In The Houston post, Dec. 27, 1955, section 2, p.2) © Neiman-Marcus Co.; 27Dec55; KK113165.

We invite you to premiere today ... Not just mink, but N-M mink, 895.00. (In The Dallas morning news, Feb. 7, 1956, pt.3, p.15) © Neiman-Marcus Co.; 7Feb56; KK114221.

We make mink for the hard-to-fit. If you're just between sizes ... © 20May56; KK117027.

Whatever your direction, you'll find the ideal travel stole in our new collection ... First-class travelers. (In The Dallas morning news, May 16, 1956, pt.3, p.15) © 16May56; KK116988.

NESTLE CO., INC. ©

Coffee prices are on the rise, but Nestle's brings you this money-saving bargain, look for this special jar and get an extra 15¢ off. (In The Detroit news, Feb. 16, 1956, p.44) Appl. author: McCann Erickson, Inc. © 16Feb56; KK114951.

Delicious any strength you like it. Richer-tasting Nestle's coffee has real percolated flavor. (In Sunday news, New York, Oct. 16, 1955, p.12) Appl. author: McCann Erickson, Inc. © 16Oct55; KK113207.

Delicious any strength you like it. Richer-tasting, Nestle's coffee with real percolated flavor. (In Erie, Pa., times, Jan. 8, 1956, p.11-E) Appl. author: McCann Erickson, Inc. © 8Jan56; KK113360.

Dessert him and you always get your man. Nestle's semi-sweet chocolate. Appl. author: McCann Erickson, Inc. © 1Oct54; KK114841.

Every jar of Nestle's coffee now reduced in price and on this special jar get an extra 5¢ off. (In New York world telegram & sun, Dec. 7, 1955, p.33) Appl. author: McCann Erickson, Inc. © 7Dec55; KK113519.

Every jar of Nestle's coffee now reduced in price and on this special jar get an extra 10¢ off. [Woman holding cup of coffee] Appl. author: McCann Erickson, Inc. © 7Dec55; KK116358.

Mmm -- dreamy, real Toll House cookies from Nestle's Toll House cookie mix. Appl. author: McCann Erickson, Inc. © 26Jan56; KK114904.

Mm, tastes like old times. Instant EverReady, Nestle's sweet milk cocoa. (In This week magazine, Jan. 15, 1956, p.24) Appl. author: McCann Erickson, Inc. © 15Jan56; KK113520.

Now, satisfy your coffee hunger with iced Nescafe made in seconds with cold water. (In McCall's, June 1956, p.89) Appl. author: Bryan Houston, Inc. © 22May56; KK116866.

Now, satisfy your coffee hunger with Nescafe, tastier coffee made the modern way. (In Ladies' home journal, Jan. 1956, p.17) Appl. author: Bryan Houston, Inc. © 29Dec55 (in notice: 1956); KK113736.

Now, satisfy your coffee hunger with Nescafe, tastier coffee made the modern way. (In Look, Mar. 20, 1956, p.81) Appl. author: Bryan Houston, Inc. © 9Mar56; KK114763.

Now, satisfy your coffee hunger with Nescafe, tastier coffee made the modern way. [Woman watching coffee being poured into cup; fireplace scene] (In Ladies' home journal, May 1956, p.116) Appl. author: Bryan Houston, Inc. © 26Apr56; KK116297.

NESTLE CO., INC. © Cont'd.

Richer-tasting Nestle's coffee has real percolated flavor. Nestle's instant coffee. (In Providence Sunday journal [magazine section] Feb. 26, 1956, p.5) Appl. author: McCann Erickson, Inc. © 26Feb56; KK114954.

Satisfy your coffee hunger with Nescafe. (In Ladies' home journal, Feb. 1956, p.4 of cover) Appl. author: Bryan Houston, Inc. © 30Jan56; KK113735.

Save 10¢ on the finest instant coffee and chicory in New Orleans, Ricory. (In New Orleans states, Feb. 29, 1956, p.12) Appl. author: McCann Erickson, Inc. © 29Feb56; KK114952.

Save 25¢, now. Use the coupon like this (that came in the mail) to get 25¢ off on a jar of Nestle's instant coffee with real percolated flavor. (In Poughkeepsie New Yorker, Apr. 5, 1956, p.25) Appl. author: McCann Erickson, Inc. © 5Apr56; KK116793.

Today's best coffee buy, Nescafe, truly delicious coffee. (In Los Angeles herald & express, Apr. 19, 1956, p.B-6) Appl. author: Bryan Houston, Inc. © 19Apr56; KK116159.

Your best coffee buy, Nescafe's big 96-cup jar. (In The Evening bulletin, Philadelphia, Feb. 23, 1956, p 24B) Appl. author: Bryan Houston, Inc. © 23Feb56; KK114406.

NESTOR, DONALD E. d.b.a. NEW ENGLAND TAP CO. SEE New England Tap Co.

NEW CASTLE PRODUCTS, INC. ©

Do your old-type doors cause a traffic jam? Modernfold's new folding doors ... (In The Saturday evening post, May 21, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17May55; KK115890.

Somewhere in your house, you have a problem door. Modernfold's new folding door ... (In The Saturday evening post, Oct. 16, 1954, p.13) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Oct54; KK115889.

NEW ENGLAND TAP CO., INC. ©

Let's cut out the double talk about taps. Cromclad taps. (In Metalworking, Dec. 1955, p.35) © Donald E. Nestor d.b.a. New England Tap Co.; 25Nov55; KK114015.

Special notice to users of machine screw taps, sizes 3 to 10. (In Metal-working, Feb. 1956, p.54) © 25Jan56; KK114978.

NEW HAVEN RAILROAD. ©

The Berkshires. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 31May56; KK117627.

Boston. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 31May56; KK117630.

Cape Cod. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 31May56; KK117631.

Connecticut. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 31May56; KK117628.

Nantucket & Martha's Vineyard. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 31May56; KK117632.

Rhode Island. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 31May56; KK117629.

See southern New England. Pamphlet. Appl. author: Doyle Dane Bernbach, Inc. © 2Apr56; KK116002.

NEW MILL NOODLE & MACARONI CO., INC. ©

New Mill home style, pure, enriched, egg noodles for those who want the best. Net weight 6 1/2 oz. Label. © 15Jan56; KK114871.

NEW PRODUCTS DIVISION, BEAVER TOOL CO. SEE Beaver Tool Co.

NEW YORK HANSEATIC CORP. ©

Announcing New York Hanseatic Corporation has been appointed sole distributor for Zebra Di-N-Cal, ammonium nitrate limestone ... (In Farm chemicals, Dec. 1955, p.7) © 19Dec55; KK113145.

NEW YORK LIFE INSURANCE CO. ©

Should your child be a home economist? By Catherine T. Dennis. (In The Saturday evening post, Feb. 11, 1956, p.44-45) Appl. author: Compton Advertising, Inc. © 11Feb56; KK114774.

Should your child go into the mineral industry? By John W. Vanderwilt. (In Collier's, May 25, 1956, p.18-19) Appl. author: Compton Advertising, Inc. © 25May56; KK116835.

Should your child go into the printing industry? By William H. Walling. (In Collier's, Mar. 30, 1956, p.16-17) Appl. author: Compton Advertising, Inc. © 30Mar56; KK116836.

NISSEN TRAMPOLINE CO. ©

Bouncing fun for healthy youngsters. Nissen Thumper Trampoline. Folder. Appl. author: Kenneth D. Warren. © 19Jun56; KK117686.

Thanks. We're jumping at this opportunity to thank you for your order ... Folder. Appl. author: Kenneth D. Warren. © 17Apr56; KK115898.

This takes the cake. Folder. Appl. author: Kenneth D. Warren. © 17Apr56; KK115897.

NOBLE & WESTBROOK MANUFACTURING CO. ©

Noblewest general purpose marking machines. Series 50. p.11-18. Appl. author: William C. Westbrook. © 17Mar56; KK115803.

NOMARK CO. ©

Build your own mountain, do it yourself kit. Novelty. Sheet. Appl. author: George Earl. © 1Mar56; KK115146.

NORCROSS.

Accent on Gold. Signature Notepaper. 59SN12. 10 notes and envelopes. Label. © Norcross, Inc.; 11Jan56; KK116008.

Blossoms a la Cart. Signature Notepaper. 59SN18. 10 notes and envelopes. Label. © Norcross, Inc.; 25Jan56; KK116007.

Bonjour. Signature Notepaper. 100SN52. 12 notes and envelopes. Label. © Norcross, Inc.; 5Oct55; KK113059.

Forget-Me-Not. Signature Notepaper. 59SN19. 10 notes and envelopes. Label. © Norcross, Inc.; 11Jan56; KK116006.

A gift wrapping, Candy. No.25118. 2 sheets. Label. © Norcross, Inc.; 28Mar56; KK115633.

Half Pint. Signature Notepaper. 59SN15. 10 notes and envelopes. Label. © Norcross, Inc.; 19Oct55; KK113061.

Norcross American Beauty. Signature Notepaper. 100SN54. 12 notes and envelopes. Label. © Norcross, Inc.; 5Oct55; KK113060.

Norcross Miniatures. 100M50. 15 ... greeting cards. Label. © Norcross, Inc.; 16Dec55; KK113062.

NORDBERG MANUFACTURING CO. ©

Fast, powerful ... Nordberg Track-Shifter. Bulletin 254. Folder. Appl. author: David H. Hartnett. © 2Mar56; KK115567.

How you can obtain added value and much longer life from your Symons cone crushers; maintenance and repair facilities ... P-29A. Sheet. © 1Apr56; KK116658.

Nordberg Bantam Rail Slotter. Bulletin no.258. Trackworking equipment. Sheet. Appl. author: David H. Hartnett. © 15Mar56; KK115569.

Nordberg Surf-Rail grinder. Bulletin 255. Sheet. Appl. author: David H. Hartnett. © 15Mar56; KK115568.

Symons V screen for maximum efficiency in fine coal preparation. Sheet. © 9Apr56; KK115984.

NORMAN'S KILL FARM DAIRY CO., INC. ©

Norman's Kill velvet ice cream. Vanilla & chocolate. Half gallon liquid. Label. Appl. author: Thomas Hill. © 22Jan56; KK114878.

NORRIS, G. A.

Map of West Alabama fishing spots. Fishing supplies. Sheet. © George A. Norris; 14Feb56; KK114757.

NORTH AMERICAN ENTERPRISES, INC. ©

Super-Chek. H 243319. General merchandise. Post card. Appl. author: Samuel R. Sague. © 15Jun56; KK117641.

NORTH AMERICAN MUSHROOM CO. ©

North American brand mushroom gravy; heat and serve. Contents 6 oz. avoir. Label. © 10Jan56; KK113990.

NORTH AMERICAN VAN LINES, INC. ©

Americans on the move. (In Coronet, Feb. 1956, p.69-76) Appl. author: Applegate Advertising Agency, Inc. © 25Jan56; KK113924.

Attention - exhibitors at Super Market Institute and NARGUS convention: ship your display uncrated via North American padded van. (In Food field reporter, Apr. 16, 1956, p.19) Appl. author: Applegate Advertising Agency, Inc. © 13Apr56; KK116806.

Call your North American agent for wife-approved moving service. (In The Saturday evening post, Feb. 18, 1956, p.85) Appl. author: Applegate Advertising Agency, Inc. © 14Feb56; KK114463.

Call your North American agent for wife-approved moving service. Mrs. Richard Cox. (In Sunset, Apr. 1956, p.8) Appl. author: Applegate Advertising Agency, Inc. © 25Feb56; KK116044.

Destination calls, an appreciated feature of North American wife-approved moves. (In Business week, May 5, 1956, p.88) Appl. author: Applegate Advertising Agency, Inc. © 4May56; KK116840.

Door-to-door delivery of your exhibit displays, just like North American wife-approved moves. (In Business week, June 2, 1956, p.61) Appl. author: Applegate Advertising Agency, Inc. © 1Jun56; KK117660.

End work, end worry with North American wife-approved moving service. (In Christian Science monitor, Apr. 19, 1956, p.3) Appl. author: Applegate Advertising Agency, Inc. © 19Apr56; KK116807.

Exhibit displays handled as safely as North American wife-approved moves. (In Time, Jan. 23, 1956, p.100) Appl. author: Applegate Advertising Agency, Inc. © 18Jan56; KK113927.

High value machines shipped with the care of North American wife-approved moves. (In Business week, Apr. 7, 1956, p.61) Appl. author: Applegate Advertising Agency, Inc. © 7Apr56; KK116046.

High-value products gentled just like North American wife-approved moves. (In Business week, Jan. 28, 1956, p.122) Appl. author: Applegate Advertising Agency, Inc. © 27Jan56; KK113925.

High-value products gentled just like North American wife-approved moves. (In Fortune, May 1956, p.231) Appl. author: Applegate Advertising Agency, Inc. © 24Apr56; KK116838.

Let NAVL, wife-approved moves, service deliver your exhibits safely, on time. (In Advertising age, Mar. 19, 1956, p.63) Appl. author: Applegate Advertising Agency, Inc. © 19Mar56; KK115177.

Let North American wife-approved moving service deliver your exhibits. (In Advertising age, June 18, 1956, p.85) Appl. author: Applegate Advertising Agency, Inc. © 18Jun56; KK117665.

Local movers and warehousemen, increase your income immediately without extra investment ... Long distance moving. (In Transport topics, Feb. 20, 1956, p.24) Appl. author: Applegate Advertising Agency, Inc. © 20Feb56; KK114462.

Logistics Research, Inc. praises wife-approved moving service on 6,000-mile exhibit trip. (In Advertising age, May 28, 1956, p.127) Appl. author: Applegate Advertising Agency, Inc. © 28May56; KK117425.

Memo to a man with a headache. Long-distance moving. (In Fortune, Dec. 1955, p.251) Appl. author: Applegate Advertising Agency, Inc. © 29Nov55; KK113010.

Move to your new home, the wife-approved way. Mrs. C. E. Morgan. (In New homes guide, 36th ed., spring-summer, 1956, p.166) Appl. author: Applegate Advertising Agency, Inc. © 15Apr56; KK116839.

NAVL 1956 advertising service. Ad mat catalog. 24 p. Appl. author: Applegate Advertising Agency, Inc. © 2Feb56; KK113928.

New furnishings get same coddling as North American wife-approved moves. (In Business week, Feb. 25, 1956, p.94) Appl. author: Applegate Advertising Agency, Inc. © 24Feb56; KK115180.

New furnishings get same coddling as North American wife-approved moves. (In Traffic world, Apr. 7, 1956, p.3 of cover) Appl. author: Applegate Advertising Agency, Inc. © 7Apr56; KK116045.

North American agents are famous for wife-approved moving service. Mrs. L. W. Ashwell. (In The Saturday evening post, Apr. 14, 1956, p.121) Appl. author: Applegate Advertising Agency, Inc. © 10Apr56; KK116043.

Oh, that's Junior. North American Van Lines covers everything they move. (In The New Yorker, Dec. 17, 1955, p.72) Appl. author: Applegate Advertising Agency, Inc. © 15Dec55; KK113009.

1,087 North American agents offer you wife-approved moving service. (In The Saturday evening post, Jan. 28, 1956, p.100) Appl. author: Applegate Advertising Agency, Inc. © 24Jan56; KK113926.

Only North American agents provide wife-approved moving service. [Endorsed by] Mrs. W. H. Laren. (In Good housekeeping, June 1956, p.185) Appl. author: Applegate Advertising Agency, Inc. © 22May56; KK117426.

Only North American agents provide wife-approved moving service. Mrs. W. H. Laren. (In The Saturday evening post, Mar. 17, 1956, p.23) Appl. author: Applegate Advertising Agency, Inc. © 13Mar56; KK115178.

Only North American offers you wife-approved moving service. (In The Christian Science monitor, Mar. 29, 1956, p.2) Appl. author: Applegate Advertising Agency, Inc. © 29Mar56; KK116809.

The quick, safe way to ship is uncrated via NAVL-Creston padded vans. (In Appliance manufacturer, Feb. 1956, p.69) Appl. author: Applegate Advertising Agency, Inc. © 1Feb56; KK114464.

The show goes on with exhibits shipped like North American wife-approved moves. (In Business week, Mar. 10, 1956, p.169) Appl. author: Applegate Advertising Agency, Inc. © 9Mar56; KK115179.

The show goes on with exhibits shipped like North American wife-approved moves. (In Transport topics, May 21, 1956, p.92) Appl. author: Applegate Advertising Agency, Inc. © 21May56; KK117427.

Special containers protect every article in North American wife-approved moves. (In Business week, Mar. 24, 1956, p.84) Appl. author: Applegate Advertising Agency, Inc. © 24Mar56; KK116047.

Uncrated new furniture travels as securely as North American wife-approved moves. (In Traffic world, May 5, 1956, p.2 of cover) Appl. author: Applegate Advertising Agency, Inc. © 5May56; KK116808.

Vans by wire assuring on-time service in North American wife-approved moves. (In Business week, Feb. 11, 1956, p.128) Appl. author: Applegate Advertising Agency, Inc. © 10Feb56; KK114465.

Wife-approved moves deliver possessions safely. (In The Christian Science monitor, May 10, 1956, p.3) Appl. author: Applegate Advertising Agency, Inc. © 10May56; KK117661.

World-wide service. Long-distance moving. (In Fortune, Jan. 1956, p.185) Appl. author: Applegate Advertising Agency, Inc. © 27Dec55 (in notice: 1956); KK113368.

World-wide service, shift key men anywhere with North American wife-approved moves. (In Business week, May 19, 1956, p.118) Appl. author: Applegate Advertising Agency, Inc. © 18May56; KK116846.

Your North American agent gives you wife-approved moving service. [Endorsed by] Dixie L. Thrash. (In The Saturday evening post, June 16, 1956, p.99) Appl. author: Applegate Advertising Agency, Inc. © 12Jun56; KK117659.

NORTHWEST ELECTRIC CO.

Devil Dog designed for protection against burglars, kidnapers, maniacs in homes and business places. Burglar alarms. Sheet. © Leo G. Stransky d.b.a. Northwest Electric Co.; 1Jun56; KK117434.

Devil Dog designed for protection against burglars - maniacs in homes and business places. Burglar alarm. Sheet. © Leo G. Stransky d.b.a. Northwest Electric Co.; 15May56; KK116714.

NORTHWEST PAPER CO. ©

Northwest news. v.20, no.2, 1955. Mountie on horse waving to squaw and papoose. Pamphlet. © 26Mar56 (in notice: 1955); KK115928.

A Northwest pedigreed paper; mountie offset. Mountie on horse on mountain top. Folder. © 19Jan56; KK114888.

Northwest pedigreed papers always make good printing better. Fur trading. (In Paper, film & foil converter, Jan. 1956, between p.8 & 9) © 1Jan56; KK113242.

Northwest pedigreed papers always make good printing better. Mountie and frontiersman riding to handihouse. (In Paper, film & foil converter, Mar. 1956, between p.56 & 57) © 2Mar56; KK114781.

Northwest pedigreed papers always make good printing better. Mountie on horse; bear in background. Pad. © 31Jan56; KK114787.

Northwest pedigreed papers always make good printing better. Mountie on rearing horse looking at broken paddle. Pad. © 29Mar56; KK115927.

Northwest pedigreed papers always make good printing better. Mountie with miner at sluice box. Pad. © 1Jun56; KK117056.

Northwest pedigreed papers always make good printing better. [Two Indians with bows & arrows facing mountie; Indian maiden looking on] Pad. © 1May56; KK116552.

NOYES (C. K.) CO. ©

Tri-Mi-Dri, hot mustard; dry mix. 1 3/4 oz. net wt. Label. Appl. author: Caleb Kirby Noyes. © 18May56; KK116697.

NU-LIFE PRODUCTS.

The male erecto helps nature help you. Prosthetic splint. Folder. Appl. author: Howard L. Cleveland. © Nu-Life Products, Howard L. Cleveland & Terry F. Born, owners; 16Jul53; KK115118.

NURSERY STOCK EXCHANGE.

Ironite brand mineral mixture for plants. Min. net wt. 10 lbs. Label. © Ralph H. Ralph d.b.a. Nursery Stock Exchange; 20Feb56; KK114791.

NUTIS, FRANK ROBERT d.b.a. NUTIS PRESS. SEE Nutis Press.

NUTIS PRESS.

Failure to meet the competition of premium stamp plans costs nothing ... Here is your answer to the trading stamp problem. Folder.

NUTIS PRESS. Cont'd.

© Frank Robert Nutis d.b.a. Nutis Press; 27Jan56; KK113859.

Give the stamps you can spend. Trading stamps. Folder. © Frank Robert Nutis d.b.a. Nutis Press; 27Jan56; KK113858.

We give and redeem Budget Bonus trading stamps. Poster. © Frank Robert Nutis d.b.a. Nutis Press; 9Mar56; KK116713.

We give the stamps you can spend. Bexley-Eastmoor trading stamps. Poster. © Frank Robert Nutis d.b.a. Nutis Press; 3Jan56; KK113857.

NUTRENA MILLS, INC. ©

New Nutrena dog food. 1 lb. net. Label. © 26Sep55; KK113033.

NUTRITIONAL SCIENCE CORP. ©

Nutri-Science, food supplement. 60 tablets. Label. Appl. author: Vernon V. Trembley. © 27Jan56; KK115276.

Something new under the sun. Nutri-Science food supplement, nature's vitamins and minerals. Folder. © 2Mar56; KK114770.

O

OHIO EDISON CO. ©

Eager workers are the backbone of the center of industrial America. Electrical service. (In U. S. news & world report, Apr. 6, 1956, p.135) Appl. author: Clay Herrick, Jr. © 2Apr56; KK117068.

Follow the leaders to the center of industrial America. Electrical service. (In U. S. news & world report, Feb. 24, 1956, p.141) Appl. author: Clay Herrick, Jr. © 20Feb56; KK116253.

His next step - your payroll, in the center of industrial America. Electrical service. (In U. S. news & world report, May 11, 1956, p.63) Appl. author: Clay Herrick, Jr. © 7May56; KK117066.

Part-time farmers are factory men - in the center of industrial America. Electrical service. (In U. S. news & world report, June 1, 1956, p.99) Appl. author: Clay Herrick, Jr. © 28May56; KK117067.

She's a V. I. P. in the center of industrial America. Electrical service. (In U. S. news & world report, Jan. 20, 1956, p.115) Appl. author: Clay Herrick, Jr. © 16Jan56; KK113852.

OHIO MATCH CO. ©

Anemone. Exclusively Ohio Blue Tip. Book matches. Label. © 29Dec55; KK113143.

Another beautiful first from Ohio Blue Tip. King size book matches. (In McCall's, May 1956, p.137) Appl. author: Young & Rubicam, Inc. © 19Apr56; KK117365.

Apple orchard. Exclusively Ohio Blue Tip. Book matches. Label. © 28Dec55; KK113142.

Banded purple butterfly. Exclusively Ohio Blue Tip. Book matches. Label. © 29Dec55; KK113128.

Buckeye butterfly. Exclusively Ohio Blue Tip. Book matches. Label. © 29Dec55; KK113126.

Daisy. Exclusively Ohio Blue Tip. Book matches. Label. © 29Dec55; KK113135.

Dog face butterfly. Exclusively Ohio Blue Tip. Book matches. Label. © 29Dec55; KK113130.

Farmer and wife. Exclusively Ohio Blue Tip. Book matches. Label. © 28Dec55; KK113141.

Monarch butterfly. Exclusively Ohio Blue Tip. Book matches. Label. © 29Dec55; KK113131.

Mourning cloak butterfly. Exclusively Ohio Blue Tip. Book matches. Label. © 29Dec55; KK113127.

New penny boxes, too, the kitchen match ... the bookmatches ... look for these packages. (In McCall's, Sept. 1955, p.110-111) Appl. author: Young & Rubicam, Inc. © 23Aug55; KK113203.

Out of the blue. Ohio Blue Tip matches. (In Better homes & gardens, Feb. 1956, p.120) Appl. author: Young & Rubicam, Inc. © 19Jan56; KK114040.

Pansy. Exclusively Ohio Blue Tip. Book matches. Label. © 29Dec55; KK113134.

Pattern design no.1. Exclusively Ohio Blue Tip. Book matches. Label. © 28Dec55; KK113138.

Pattern design no.2. Exclusively Ohio Blue Tip. Book matches. Label. © 28Dec55; KK113139.

Petunia. Exclusively Ohio Blue Tip. Book matches. Label. © 29Dec55; KK113132.

Poppy. Exclusively Ohio Blue Tip. Book matches. Label. © 29Dec55; KK113133.

Rose. Exclusively Ohio Blue Tip. Book matches. Label. © 28Dec55; KK113137.

School house. Exclusively Ohio Blue Tip. Book matches. Label. © 28Dec55; KK113140.

Tiger swallowtail butterfly. Exclusively Ohio Blue Tip. Book matches. Label. © 29Dec55; KK113129.

Tulip. Exclusively Ohio Blue Tip. Book matches. Label. © 28Dec55; KK113136.

Well, strike me blue. Ohio Blue Tip matches. (In Better homes & gardens, Apr. 1956, p.232) Appl. author: Young & Rubicam, Inc. © 20Mar56; KK115757.

Zinnia. Exclusively Ohio Blue Tip. Book matches. Label. © 29Dec55; KK113144.

OHIO NUT & BOLT CO. ©

Another new Ohio fastener for better fastening by resistance welding. RN nut. Folder. Appl. author: John Thomas Doheny. © 20Jun56; KK117698.

Ohio stock parts for spot welding. Bulletin no.561. Folder. Appl. author: John Thomas Doheny. © 1Mar56; KK114777.

OHMITE MANUFACTURING CO. ©

Ohmite Amrecon relays. Stock catalog no.R-26. Aug. 1955. Folder. Appl. author: Louis Harold Ritzma. © 19Sep55; KK113146.

Ohmite Amrecon relays. Stock catalog no.R-29. Mar. 1956. Folder. Appl. author: Louis Harold Ritzma. © 14Mar56; KK116182.

Ohmite Tan-O-Mite tantalum capacitors. Subminiature type. Bulletin 148. Folder. Appl. author: Louis Harold Ritzma. © 1Mar56; KK116183.

OHRBACH'S, INC. ©

For the newest style slant, see these exciting fashions made in Italy just for Ohrbach's. Clothing. (In The New York times. May 13, 1956, p.59) Appl. author: Doyle Dane Bernbach, Inc. © 13May56; KK116991.

For you with a taste for the best, 18 important styles in cotton dresses made in France, served up at Ohrbach's. (In The New York times, Apr. 15, 1956, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 15Apr56; KK116689.

It's coat month at Ohrbach's. Poster. Appl. author: Doyle Dane Bernbach, Inc. © 27Dec55; KK113367.

It's no secret, we're going to Ohrbach's for Mother's Day gifts. Clothing. (In The New York times, May 6, 1956, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 6May56; KK116688.

Just arrived couture fashions from Paris & Italy excitingly reproduced and priced by Ohrbach's. Women's clothing. (In The New York times, Mar. 18, 1956, p.59) Appl. author: Doyle Dane Bernbach, Inc. © 18Mar56; KK116690.

So much to choose from at Ohrbach's. Fellows, girls, no matter what you're looking for, Ohrbach's has it. Children's clothing. (In The New York times, Mar. 11, 1956, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 11Mar56; KK115189.

So much to choose from at Ohrbach's. When Ohrbach's buys suits (or dresses or hats or handbags) ... Women's clothing. (In The New York times, Mar. 4, 1956, p.59) Appl. author: Doyle Dane Bernbach, Inc. © 4Mar56; KK115187.

So much to choose from at Ohrbach's. Women's shoes. (In The New York times, Feb. 26, 1956, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 26Feb56; KK114665.

You can remember everybody with the great gift values at Ohrbach's. Clothing. (In Sunday, Newark, N. J., star-ledger, Dec. 18, 1955, p.22) Appl. author: Doyle Dane Bernbach, Inc. © 18Dec55; KK113365.

You'll want to take them all home. Great coat bargains ... (In The New York times, Apr. 1, 1956, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 1Apr56; KK116004.

OIL HEAT INSTITUTE OF LONG ISLAND, INC. ©

Little Bill says: More heat for less money, save with safe oil heat. © 13Mar56; KK115484.

OLSON RUG CO. ©

Beautiful broadloom carpets, rugs for far less. (In Better homes & gardens, Feb. 1956, p.4 of cover) Appl. author: Arthur W. Prussing. © 19Jan56; KK114667.

How Olson carpet magic saves you up to 1/2. (In Better homes & gardens, Jan. 1956, p.41) Appl. author: Arthur W. Prussing. © 19Dec55; KK114668.

How Olson carpet magic saves you up to 1/2. (In Woman's home companion, May 1956, p.118) Appl. author: Arthur W. Prussing. © 19Apr56; KK115895; 116431.

Now, you can bring magic new beauty to your home at extra savings with luxurious Olson carpets & rugs. (In Chicago Sunday tribune, May 6, 1956, pt.1, p.29) Appl. author: Arthur W. Prussing. © 6May56; KK116425.

Save up to 1/2 on rugs. Business reply card. Appl. author: Arthur W. Prussing. © 17May56; KK116603.

There is hidden treasure in every home ... Broadloom rugs and wall-to-wall carpets at savings up to 1/2. (In McCall's, Feb. 1956, p.20) Appl. author: Arthur W. Prussing. © 19Jan56; KK114666.

ONEIDA, LTD. ©

Breaking across the boundaries of both modern and traditional, Twilight, the brilliant new pattern in Community. Silverware. (In Ladies' home journal, Oct. 1955, p.147) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Sep55; KK116362.

Christmas special, save $28.25 on world-famous Community. Silverware. (In Woman's home companion, Dec. 1955, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Nov55; KK116364.

Community on your table says the right things about you. Community, the finest silverplate. (In Modern bride, summer 1956, p.38-39) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Apr56; KK116817.

Community on your table says the right things about you. It says you know the difference between casual and careless. Silverware. (In Ladies' home journal, Mar. 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Feb56; KK117159.

Community on your table says the right things about you. Who wouldn't be excited and proud of silverware like this? (In Charm, Mar. 1956, p.29) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Feb56; KK117158.

Dear Home-lover. Wilson's leading jewelers. Community silverplate. Sheet. © 9May56; KK117120.

Join Wilson's silver treasure hunt. Rogers silverplate. Poster. © 6May56; KK117121.

New, the first really modern rose pattern, Silver Rose in Heirloom sterling. Silverware. (In Ladies' home journal, Apr. 1956, p.15) Appl. author: J. Walter Thompson Co. © 25Mar56; KK116524.

Nothing like it ever before. Community silverware. (In Ladies' home journal, Apr. 1956, p.47) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Mar56; KK117160.

Together, you'll be proud of your Community. Silverware. (In Woman's home companion, Sept. 1955, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Aug55; KK116363.

Treasure hunt trade-in certificate. Community silverplate. Sheet. © 9May56; KK117119.

Your old knives, forks and spoons are worth money. Community silverplate. Sheet. © 15Apr56; KK117118.

OPAD ELECTRIC CO. ©

Aircraft battery substitute. Sheet. Appl. author: Henry Louis Opad. Model KM75. Bulletin no.93. © 21Jan56; KK113457.

Model KM81. Bulletin no.96. © 21Jan56; KK113458.

ORAL B CO. ©

Does $27,000,000.00 interest you? Oral B toothbrush. Sheet. Appl. author: Clark W. Lawrence. © 13Jan56; KK114145.

ORR, ANNE. ©

Anne Orr sampler cards for young fingers. No.5690:198. Label. © 22Nov55; KK114390.

OSTER (JOHN) MANUFACTURING CO. ©

Act now, save $10.00 on this Cummins Maxaw and saw table combination. (In Popular science, Feb. 1956, p.273) Appl. author: Wilbur N. Davidson. © 1Feb56; KK114405.

Amazing new 8" saw with 7 1/4" blade; Cummins Maxaw 7800 ... (In The Saturday evening post, Apr. 14, 1956, p.161) Appl. author: Wilbur N. Davidson. © 11Apr56; KK116493.

Big ads in The Saturday evening post will boost your Father's Day sales of Cummins bonus buys. Power tools. (In Electrical merchandising, May 1956, p.6) Appl. author: Wilbur N. Davidson. © 1May56; KK116872.

For Father's Day, a gift to keep your cutlery as keen as it can be. Oster double-action electric knife sharpener; Osterizer. (In Better homes & gardens, June 1955, p.169) Appl. author: Henri, Hurst & McDonald, Inc. © 1Jun55; KK117722.

Free, regular $4.95 screw driver attachment with purchase of a Cummins portable electric workshop. (In Better homes & gardens, Apr. 1956, p.296) Appl. author: Wilbur N. Davidson. © 1Apr56; KK116217.

Free, regular $4.95 screw driver attachment, with purchase of a Cummins portable electric workshop. (In The Saturday evening post, Mar. 24, 1956, p.87) Appl. author: Wilbur N. Davidson. © 21Mar56; KK116492.

Now, 7" saw with an 8" cut. Cummins magic-pivot Maxaw 7800. Power tools. (In Practical builder, Feb. 1956, p.61) Appl. author: Wilbur N. Davidson. © 1Feb56; KK114141.

Oster electric meat grinder; instructions & recipes. 17 p. © 16Nov55; KK113124.

Perfect gift for Father's Day, regular $4.95 screw driver attachment, free with purchase of a Cummins portable electric workshop. (In The Saturday evening post, May 26, 1956, p.91) Appl. author: Wilbur N. Davidson. © 23May56; KK116871.

Save $10.00 on Cummins bonus buys for do-it guys. Maxaw 717, home power saw & saw table. (In Home modernizing, 7th ed., spring-summer 1956, p.251) Appl. author: Wilbur N. Davidson. © 1Mar56; KK116218.

Save $10.00 on Cummins bonus buys for do-it guys. Power tools. (In The Saturday evening post, Feb. 25, 1956, p.108) Appl. author: Wilbur N. Davidson. © 25Feb56; KK114404.

You're in this picture. Cummins power tools. (In Electrical merchandising, Feb. 1956, p.164) Appl. author: Wilbur N. Davidson. © 1Feb56; KK114142.

You're in this picture. Cummins power tools. (In Hardware & housewares, Feb. 1956, p.45) Appl. author: Wilbur N. Davidson. © 1Feb56; KK114403.

OTIS PRESSURE CONTROL, INC. ©

Otis drill pipe nipple and removable plug. Oil well equipment. Folder. Appl. author: Dan Goodrich. © 3Nov55; KK116824.

OTOE FOOD PRODUCTS CO. ©

Morton House potatoes au gratin & ham. 7 1/2 ozs. net wt. Label. Appl. author: Morton Steinhart. © 16Jan56; KK113261.

Morton House spaghetti with meat in sauce, bacon garnish. 7 1/2 ozs. net wt. Label. Appl. author: Morton Steinhart. © 16Jan56; KK113262.

Morton House vegetables with sliced beef & gravy. 7 1/2 ozs. net wt. Label. Appl. author: Morton Steinhart. © 16Jan56; KK113263.

OUTDOOR ADVERTISING, INC. ©

Breck uses Outdoor Advertising for more see-power. [Billboard ad showing Breck shampoos & painting. Endorsed by] Edward J. Breck. (In Drug trade news, Feb. 13, 1956, p.18-19) Appl. author: Al Paul Lefton Co., Inc. © 13Feb56; KK117102.

Budweiser uses Outdoor Advertising for more see-power. [Billboard showing Budweiser ad. Endorsed by] August A. Busch, Jr. (In Advertising age, Mar. 5, 1956, p.20-21) Appl. author: Al Paul Lefton Co., Inc. © 5Mar56; KK117093.

Del Monte uses Outdoor Advertising for more see-power. [Billboard showing Del Monte brand fruit cocktail ad. Endorsed by] Everett M. Runyon. (In Food field reporter, Jan. 9, 1956, p.32-33) Appl. author: Al Paul Lefton Co., Inc. © 9Jan56; KK117101.

Drake uses Outdoor Advertising for more see-power. [Billboard showing Drake's cake ad. Endorsed by] Leo W. Bayles. (In Advertising age, Feb. 13, 1956, p.18-19) Appl. author: Al Paul Lefton Co., Inc. © 13Feb56; KK117097.

For more sales power, Rheingold uses the see-power of Outdoor Advertising. [Billboard showing Rheingold beer ad. Endorsed by] Philip Liebmann. (In Advertising age, May 14, 1956, p.46-47) Appl. author: Al Paul Lefton Co., Inc. © 14May56; KK117095.

General uses Outdoor Advertising for more see-power. [Billboard showing General Tire ad. Endorsed by] Ralph H. Harrington. (In Automotive news, Mar. 5, 1956, p.26-27) Appl. author: Al Paul Lefton Co., Inc. © 5Mar56; KK117103.

Kraft uses Outdoor Advertising for more see-power. [Billboard showing Kraft's Parkay margarine ad] (In Food field reporter, Mar. 5, 1956, p.30-31) Appl. author: Al Paul Lefton Co., Inc. © 5Mar56; KK117100.

Leading advertisers use Outdoor Advertising for more see-power. [Billboards showing Shell gas, Studebaker cars & Morton's salt ads. Endorsed by] D. C. Marschner, Frank W. Noble & G. W. Carrington. (In Advertising age, Apr. 30, 1956, p.18-19) Appl. author: Al Paul Lefton Co., Inc. © 30Apr56; KK117098.

Lewyt uses Outdoor Advertising for more see-power. [Billboard showing Lewyt vacuum cleaner ad. Endorsed by] Alex Lewyt. (In Advertising age, Jan. 9, 1956, p.10-11) Appl. author: Al Paul Lefton Co., Inc. © 9Jan56; KK117096.

Oldsmobile uses Outdoor Advertising for more see-power. [Billboard showing Oldsmobile ad. Endorsed by] L. F. Carlson. (In Printers' ink, Feb. 17, 1956, p.18-19)

OUTDOOR ADVERTISING, INC. © Cont'd.

Appl. author: Al Paul Lefton Co., Inc. © 17Feb56; KK117094.

Packard uses the see-power of Outdoor Advertising for more sales power. [Billboard showing Packard Clipper ad] (In Advertising age, June 11, 1956, p.32-33) Appl. author: Al Paul Lefton Co., Inc. © 11Jun56; KK117633.

The see-power of Outdoor Advertising delivers more sales power. [3 billboards showing Seagram's, Ancient Age & Old Grand-Dad ads] (In Drug trade news, June 4, 1956, p.10-11) Appl. author: Al Paul Lefton Co., Inc. © 4Jun56; KK117634.

The see-power of Outdoor Advertising gives Libby more sales power. [Billboard showing Libby's foods] (In Food field reporter, May 14, 1956, p.8-9) Appl. author: Al Paul Lefton Co., Inc. © 14May56; KK117099.

The see-power of Outdoor Advertising gives Ward more sales power. [Billboard showing Ward's Tip Top bread ad. Endorsed by] A. F. Guckenberger. (In Drug trade news, Apr. 9, 1956, p.10-11) Appl. author: Al Paul Lefton Co., Inc. © 9Apr56; KK117104.

OVERHEAD DOOR CORP. ©

For 35 years more people have bought the Overhead Door than any other brand. (In Practical builder, May 1956, p.368) Appl. author: Applegate Advertising Agency, Inc. © 15May56; KK116841.

Like to save 29,000 steps a year? Ultronic door operator. Folder. Appl. author: Applegate Advertising Agency, Inc. © 18Jan56; KK113849.

Selected by Show-House editors. Folder. Appl. author: Applegate Advertising Agency, Inc. © 15Sep55; KK112983.

There's double selling magic in this single button. (In NAHB correlator, May 1956, p.13) Appl. author: Applegate Advertising Agency, Inc. © 8May56; KK116842.

OVERSEAS SCIENTIFIC CORP. ©

Magnetic dentures are a proven success. (In Dental laboratory news, Dec. 1955, p.4) Appl. author: G. George Field. © 20Dec55; KK113081.

P

P & W PRODUCE CO., INC. ©

Sun Disk brand California vegetables. Label. Appl. author: Larry Walker. © 23Apr56; KK116930.

PABST BREWING CO. ©

Another Pabst original. Amazing full quart can opens without a can opener. Pabst Blue Ribbon. (In Chicago daily tribune, Jan. 4, 1956, pt.1, p.17) Appl. author: Leo Burnett Co., Inc. © 4Jan56; KK113403.

From the first brewer to bring you beer in cans, Pabst Blue Ribbon quart can. (In The Milwaukee journal, Jan. 25, 1956, pt.3, p.16) Appl. author: Leo Burnett Co., Inc. © 25Jan56; KK113880.

Look, pa, no can opener. Another Pabst original, Pabst Blue Ribbon in Snap-Cap, full quart cans. (In Memphis press-scimitar, May 16, 1956, p.8) Appl. author: Leo Burnett Co., Inc. © 16May56; KK117384.

Now, Pabst Blue Ribbon comes in full quart cans. New Pabst Snap-Cap ... (In Super market merchandising, Jan. 1956, p.98-99) Appl. author: Leo Burnett Co., Inc. © 2Jan56; KK113404.

Now, Pabst Blue Ribbon in full quart cans. Snap-Cap ... (In Tavern keeper, Dec. 1955, p.7) Appl. author: Leo Burnett Co., Inc. © 23Dec55; KK113405.

The Pabst big twin makes the picnic. Snap-Cap, full quart, Pabst Blue Ribbon beer. (In The American weekly (Chicago Sunday American), May 27, 1956, p.11) Appl. author: Leo Burnett Co., Inc. © 27May56; KK117385.

This one has the touch. Unmistakable, the taste with the Pabst Blue Ribbon touch. Gray-haired man. (In Life, Apr. 2, 1956, p.3) Appl. author: Leo Burnett Co., Inc. © 29Mar56; KK116224.

This one has the touch. Unmistakable, the taste with the Pabst Blue Ribbon touch. [Man wearing blue blindfold holding glass of beer] (In Life, May 14, 1956, p.128) Appl. author: Leo Burnett Co., Inc. © 10May56; KK117386.

This one has the touch. Unmistakable, the taste with the Pabst Blue Ribbon touch. [Smiling woman wearing blue blindfold holding glass of beer] (In Life, May 28, 1956, p.59) Appl. author: Leo Burnett Co., Inc. © 24May56; KK117387.

This one has the touch. Unmistakable, the taste with the Pabst Blue Ribbon touch. Young man (wearing) plaid shirt & sleeveless sweater. (In Life, Apr. 16, 1956, p.56) Appl. author: Leo Burnett Co., Inc. © 12Apr56; KK116225.

This one has the touch. Unmistakable, the taste with the Pabst Blue Ribbon touch. Young woman wearing necklace. (In Life, Apr. 30, 1956, p.155) Appl. author: Leo Burnett Co., Inc. © 26Apr56; KK116223.

PACIFIC COAST BORAX CO., a division of BORAX CONSOLIDATED, LTD. SEE Borax Consolidated, Ltd.

PACIFIC MARKETING & RESEARCH BUREAU, INC. ©

Questionnaire (Readership study) Industrial publication. Folder. Appl. author: Frank V. Twist. © 28Oct55; KK113838.

PACIFIC WIRE WORKS CO. ©

Pacific Wire-Grams, by George G. Altnow. Folder.

Jan. 1956. © 10Jan56; KK113850.
Feb. 1956. © 15Feb56; KK114451.
Mar. 1956. © 14Mar56; KK115350.
Apr. 1956. © 12Apr56; KK116034.
May 1956. © 14May56; KK116847.

PADDOCK OF TEXAS, INC. ©

Danger, raw water is often cool, clear, refreshing, dangerous. Purify with model A Sureclor, automatic water chlorinating unit. Folder. Appl. author: R. J. Burke Advertising, Inc. © 15May56; KK117466.

PAGE INDUSTRIES. ©

Use Screenets to protect your health and your family. Automobile screens. Sheet. Appl. author: Edmond Page Gasser. © 14Jun56; KK117638.

PAN-AM SOUTHERN CORP. ©

1956 gasoline buyer's guide. Poster. Appl. author: Fitzgerald Advertising Agency. © 30Mar56; KK115439.

PAN-AMERICAN COFFEE BUREAU. ©

For holiday safety, if you take one for the road, make it coffee. (In Life, special issue, Dec. 26, 1955, p.99) Appl. author: Robert W. Orr & Associates, Inc. © 22Dec55; KK113112.

Get all the breaks of coffee. (In The Saturday evening post, Mar. 31, 1956, p.81) Appl. author: Robert W. Orr & Associates, Inc. © 27Mar56; KK115485.

Good cause for a coffee-break. (In Life, Jan. 9, 1956, p.83) Appl. author: Robert W. Orr & Associates, Inc. © 5Jan56; KK113753.

Good time for a coffee-break. (In The Saturday evening post, Mar. 3, 1956, p.73) Appl. author: Robert W. Orr & Associates, Inc. © 3Mar56; KK114775.

How to cool off with iced coffee. (In The Saturday evening post, June 2, 1956, p.67-69) Appl. author: Robert W. Orr & Associates, Inc. © 29May56; KK117381.

It's a good day with coffee. (In The Saturday evening post, Apr. 28, 1956, p.84) Appl. author: Robert W. Orr & Associates, Inc. © 24Apr56; KK116480.

PANGBURN CO., INC. ©

Combination package, luxury dark chocolates. Luxury and millionaire$. Two pounds net. Label. © 8Feb56; KK116828.

PANORAMIC SALES CORP. ©

World famous, original, Brownie gas shaver. Novelty. Folder. Appl. author: Herman Rubin. © 12Apr56; KK117560.

PAPER MATE CO., INC. ©

Announcing the only pen with a built-in spare refill. Just in time for big Father's Day ... Paper Mate Capri. (In Chain store age, variety store managers' ed., Apr. 1956, p.30-31) Appl. author: John J. Seehof. © 7Apr56; KK117046.

Now, a genuine Paper Mate pen for less than a dollar. It's the new Paper Mate 98. Full size drawing of Paper Mate pen. (In The Roanoke world-news, Mar. 19, 1956, p.7) Appl. author: John J. Seehof. © 19Mar56; KK116237.

Now, an official pen for your camp, Paper-Mate tu-tone pens. (In Camping magazine, Jan. 1956, p.5) Appl. author: Foote, Cone & Belding. © 1Jan56; KK115535.

Only Paper-Mate gives you 4-D. Ball point pens. (In Drug topics, Feb. 8, 1954) © 8Feb54; KK115294.

Paper-Mate TCR-36. Pens & refills. (In Chain store age, Jan. 1956, p.33) Appl. author: Foote, Cone & Belding. © 7Jan56; KK116247.

PARADIES & CO. ©

Santa's playland. Toys. Folder. © 4Jun56; KK117701.

PARAGON ART & LINEN CO., INC. ©

Paragon Needlecraft packages offer things thrilling to do. (In McCall's needlework, spring-summer 1956, p.3 of cover) Appl. author: Martin J. Rothman. © 20Jan56; KK113747.

PARKE, DAVIS & CO. ©

After fire had damaged his home, he got needed sleep with Carbrital. PD-D-553. Pharmaceuticals. Post card. © 8May56; KK116705.

Anxiety over his wife's accident prevented a full night's sleep. Carbrital. PD-D-552. Pharmaceuticals. Post card. © 8May56; KK116704.

Apprehension kept her awake until her physician prescribed Carbrital. PD-D-530. Pharmaceuticals. Post card. © 16Feb56; KK114237.

Both have hay fever, but he does best on Ambodryl ... she does best on Benadryl ... 58456. Pharmaceuticals. Folder. © 12Jun56; KK117399.

Both have hay fever, but he does best on Ambodryl ... she does best on Benadryl ... PD-D-586. Pharmaceuticals. Folder. © 14May56; KK116709.

Both have hay fever, but he does best on Ambodryl ... she does best on Benadryl ... PD-D-587. Pharmaceuticals. Folder. © 17May56; KK116710.

Both have hay fever, but she does best on Ambodryl ... she does best on Benadryl ... PD-D-594. Pharmaceuticals. Folder. © 29Jun56; KK117395.

Both have hay fever, but she does best on Ambodryl ... she does best on Benadryl ... PD-D-596. Pharmaceuticals. Folder. © 22Jun56; KK117636.

Calms the patient, quiets the bowel, aids digestion, Bardase. [Case history of] James Wilson. PD-D-545. Pharmaceuticals. Post card. © 31Jan56; KK114226.

Calms the patient, quiets the bowel, aids digestion, Bardase. [Case history of] John Richards. PD-D-517. Pharmaceuticals. Post card. © 20Feb56; KK114222.

Calms the patient, quiets the colon, aids digestion, Bardase. [Case history of] George Reed. PD-D-538. Pharmaceuticals. Post card. © 16Apr56; KK116170.

Calms the patient, quiets the colon, aids digestion, Bardase. [Case history of] Gilbert Baker. PD-D-537. Pharmaceuticals. Post card. © 25Apr56; KK116169.

Calms the patient, quiets the colon, aids digestion, Bardase. [Case history of] Helen Brown. PD-D-516. Pharmaceuticals. Post card. © 27Feb56; KK114848.

Calms the patient, quiets the colon, aids digestion, Bardase. [Case history of] Jane Smith. PD-D-518. Pharmaceuticals. Post card. © 9Jan56; KK114232.

Calms the patient, quiets the colon, aids digestion, Bardase. [Case history of] John White. PD-D-546. Pharmaceuticals. Post card. © 30Jan56; KK114227.

Calms the patient, quiets the stomach, aids digestion, Bardase. [Case history of] Howard Smith. PD-D-536. Pharmaceuticals. Post card. © 18Apr56; KK116673.

Calms the patient, quiets the stomach, aids digestion, Bardase. [Case history of] James Brown. PD-D-515. Pharmaceuticals. Post card. © 1Mar56; KK114850.

Calms the patient, relaxes smooth muscle, aids digestion, Bardase. [Case history of] Elinor Davis. PD-D-547. Pharmaceuticals. Post card. © 1Feb56; KK114231.

Calms the patient, relaxes smooth muscle, aids digestion, Bardase. [Case history of] Mary Johnson. PD-D-535. Pharmaceuticals. Post card. © 23Apr56; KK116172.

Calms the patient, relieves spasm, aids digestion; Bardase. PD-D-543. [Case history of Robert Hale] Pharmaceuticals. Post card. © 1Feb56; KK116059.

Chronically ill patients often need digestive aid plus nutritional support ... Taka-Combex. PD-D-533. Pharmaceuticals. Post card. © 8May56; KK116702.

Convalescent patients often need digestive aid plus nutritional support ... Taka-Combex. PD-D-557. Pharmaceuticals. Post card. © 14Mar56; KK116166.

Could you pass this medical quiz? Pharmaceuticals. (In Journal of the American Medical Assn., Sept. 3, 1955, p.40-41) Appl. author: Young & Rubicam, Inc. © 31Aug55; KK113204.

Diagnosis: nervous dyspepsia ... pylorospasm ... small bowel hypermotility ... Treatment: Bardase. PD-D-584. Pharmaceuticals. Mail folder. © 22May56; KK117394.

Diseases that may involve the liver are remarkable ... Hepa-Desicol. PD-D-523. Pharmaceuticals. Post card. © 23Jan56; KK114224.

During pregnancy and lactation your patients may need digestive aid plus nutritional support ... Taka-Combex. PD-D-531. Pharmaceuticals. Post card. © 7Mar56; KK114937.

Four different patients, yet each may need Taka-Combex Kapseals to cope with carbohydrates/to avoid vitamin deficiencies. PD-D-583. Pharmaceuticals. Mail folder. © 23May56; KK117398.

Has it happened to you, doctor? Pharmaceuticals. (In Journal of American Medical Assn., Mar. 24, 1956, p.12-13) Appl. author: Young & Rubicam, Inc. © 21Mar56; KK115756.

His evil magic means hay fever is in the wind; Benadryl. Red sorrel. PD-D-578. Pharmaceuticals. Post card. © 11Jun56; KK117397.

In some patients liver disease may exist in the absence of frank clinical manifestations ... Hepa-Desicol. PD-D-539. Pharmaceuticals. Post card. © 19Apr56; KK116168.

Is there one question you're too shy to ask your doctor? Pharmaceuticals. (In The Saturday evening post, Dec. 10, 1955, p.129) Appl. author: Young & Rubicam, Inc. © 7Dec55; KK113218.

Last night he slept well with Carbrital. PD-D-529. Pharmaceuticals. Post card. © 14Feb56; KK114235.

The liver may become involved by members of the entire spectrum of infectious agents ... Hepa-Desicol. PD-D-526. Pharmaceuticals. Post card. © 1Mar56; KK114846.

Mr. C's diet is rich in carbohydrates ... Taka-Combex. PD-D-519. Pharmaceuticals. Post card. © 6Feb56; KK114233.

A new P-D service to the retail pharmacist. Pharmaceuticals. (In Drug topics, Jan. 23, 1956, p.51) Appl. author: Young & Rubicam, Inc. © 23Jan56; KK114864.

Patients with viral hepatitis may need ... Hepa-Desicol. PD-D-542. Pharmaceuticals. Post card. © 26Jan56; KK114238.

Polio Patterns, including pediatric patterns ... a service for the exclusive use of the medical profession. Paladac. Pharmaceuticals. Folder.
Week ending May 19, 1956. © 12Jun56; KK117400.

Shown here is the latest Parke-Davis human interest message to the public ... Pharmaceuticals. (In Journal of the American Medical Assn., May 26, 1956, p.44-45) Appl. author: Young & Rubicam, Inc. © 23May56; KK117366.

There just isn't any price parents wouldn't pay to insure good health for their children. Pharmaceuticals. (In Journal of American Medical Assn., Feb. 18, 1956, p.58-59) Appl. author: Young & Rubicam, Inc. © 18Feb56; KK114865.

This morning, she's fresh and alert. Carbrital. PD-D-560. Pharmaceuticals. Post card. © 10May56; KK116174.

This morning she's fresh and alert, last night she slept well with Carbrital. PD-D-549. Pharmaceuticals. Post card. © 10May56; KK116706.

Tomorrow, a tonsillectomy. Carbrital. PD-D-551. Pharmaceuticals. Post card. © 15Mar56; KK116167.

Tomorrow he faces surgery, he's upset ... despite their problems, they get needed sleep with Carbrital. PD-D-582. Pharmaceuticals. Mail folder. © 24May56; KK117393.

Tonight he sleeps well with Carbrital. PD-D-527. Pharmaceuticals. Post card. © 25Jan56; KK114236.

Wasn't that an awful price to pay for medicine? Pharmaceuticals. (In Today's health, Apr. 1956, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 1Apr56; KK116448.

When the Bermuda girls dance, hay fever is in the wind. Benadryl. Bermuda grass. PD-D-576. Pharmaceuticals. Post card. © 14May56; KK116707.

When the Plantain sisters nod their heads, hay fever is in the wind; Benadryl. English plantain. PD-D-579. Pharmaceuticals. Post card. © 12Jun56; KK117396.

When the skin points to primary liver disease ... Hepa-Desicol. PD-D-525. Pharmaceuticals. Post card. © 24Feb56; KK114847.

When these braves take the warpath, hay fever is in the wind. Benadryl. Orchard grass. PD-D-577. Pharmaceuticals. Post card. © 16May56; KK116708.

Whenever high carbohydrate diets are prescribed ... Taka-Combex. PD-D-522. Pharmaceuticals. Post card. © 15Feb56; KK114229.

Whenever you suspect fatty liver and cirrhosis, patients may benefit from ... Hepa-Desicol. PD-D-511. Pharmaceuticals. Post card. © 21Feb56; KK114223.

While convalescing from his illness, Mr. Smith had trouble sleeping. Carbrital. PD-D-550. Pharmaceuticals. Post card. © 13Mar56; KK114134.

While her child was on the critical list. Carbrital. PD-D-528. Pharmaceuticals. Post card. © 23Feb56; KK114845.

PARKE, DAVIS & CO. © Cont'd.

Worry about his son's accident kept Mr. Brown awake. Carbrital. PD-D-548. Pharmaceuticals. Post card. © 6Mar56; KK114940.

You mean you had to pay twenty-five dollars for those new medicines? Pharmaceuticals. (In Journal of American Medical Assn., Jan. 14, 1956, p.32-33) Appl. author: Young & Rubicam, Inc. © 11Jan56; KK114039.

Your alcoholic patients will do better ... Hepa-Desicol. PD-D-524. Pharmaceuticals. Post card. © 24Jan56; KK114230.

Your diabetic patients often need lipotropics plus bile ... Hepa-Desicol. PD-D-541. Pharmaceuticals. Post card. © 26Apr56; KK116171.

Your middle-aged patients need ... Hepa-Desicol. PD-D-512. Pharmaceuticals. Post card. © 25Jan56; KK114234.

Your older patients may need digestive aid plus nutritional support ... Taka-Combex. PD-D-532. Pharmaceuticals. Post card. © 7Mar56; KK114939.

Your overweight patients may benefit from lipotropics plus bile. Hepa-Desicol. PD-513. Pharmaceuticals. Post card. © 28Feb56; KK114849.

Your patients on reducing diets may be helped by lipotropics plus bile ... Hepa-Desicol. PD-D-540. Pharmaceuticals. Post card. © 24Apr56; KK116173.

Your patients with gallbladder disease need ... Taka-Combex. PD-D-521. Pharmaceuticals. Post card. © 8Feb56; KK114225.

Your patients with heart disease may need digestive aid plus nutritional support ... Taka-Combex. PD-D-554. Pharmaceuticals. Post card. © 12Mar56; KK114938.

Your patients with liver disease need ... Taka-Combex. PD-D-534. Pharmaceuticals. Post card. © 15Feb56; KK114228.

Your pregnant and lactating patients may need digestive aid plus nutritional support ... Taka-Combex. PD-D-556. Pharmaceuticals. Post card. © 8May56; KK116703.

PARKER BROS., INC. ©

Big animal sewing cards. Game. Box label. © 4Jan56; KK115358.

Dai Jobi, Dye-Joe-Be, the great Balinese game. Box label. © 27Feb56; KK115357.

The game of Rio. Label. © 9May56; KK116600.

The game, Scoop. Label. © 1Jun56; KK117192.

Kippy Koo, Indian marble game. Box label. © 5Mar56; KK115359.

Ping Pong, the standard of excellence in table tennis equipment. Label. © 1Jun56; KK117191.

PARKER PEN CO. ©

Janesville, Wisconsin, January 10, 1955: The Parker Pen Company announced today the development of an important new product. Liquid Lead pencil. (In Time, Jan. 17, 1955, p.77) Appl. author: J. Walter Thompson Co. © 12Jan55; KK115100.

Memorandum to: Pen Department. (In Stores, Apr. 1956, p.33) Appl. author: Tatham-Laird, Inc. © 1Apr56; KK117532.

The Parker touch. What pen could write all the words in 6 issues of The Reader's digest without refilling? Parker Jotter ball point. (In Life, May 9, 1955, p.139) Appl. author: J. Walter Thompson Co. © 6May55; KK114980.

PARSONS PAPER CO. ©

Letter perfect. Your secretary bubbles with pride for reasons ... (In Business week, Feb. 11, 1956, p.148) Appl. author: Gibney & Barreca. © 11Feb56; KK114784.

Your important figures. (In Journal of accountancy, Apr. 1956, p.23) Appl. author: Gibney & Barreca. © 1Apr56; KK116357.

Your word, as good as your bond. (In Business week, Jan. 21, 1956, p.74) Appl. author: Gibney & Barreca. © 21Jan56; KK115090.

Yours on request: portfolio of prestige letterhead designs, by Lester Beall on Parsons paper ... (In Business week, Mar. 3, 1956, p.88) Appl. author: Gibney & Barreca. © 3Mar56; KK114783.

Yours on request: This informative book to help you select the right paper for each of your business records. (In Office executive, May 1956, p.4) Appl. author: Gibney & Barreca. © 1May56; KK116560.

PATENT SCAFFOLDING CO., INC. ©

Aluminum work stands. Bulletin AS-9. Sheet. Appl. author: Oscar H. Junggren. © 20Apr56; KK115995.

Mason's elevating bracket for use with Trouble Saver sectional steel scaffolds. Bulletin PSS-39. Sheet. Appl. author: Oscar H. Junggren. © 1Feb56; KK113883.

Safety aluminum ladders. Bulletin L-87. Sheet. Appl. author: Oscar H. Junggren. © 23May56; KK116737.

Trouble Saver sectional hoist towers. Bulletin HT-5. Folder. Appl. author: Oscar H. Junggren. © 30Dec55; KK113106.

PAULSON (W. J.) CO.

Mark XX. Dealer's choice, by Dealer Motors. Used car ads sold as a unit of 53 complete ads ... Pamphlet. © William Joel Paulson d.b.a. W. J. Paulson Co.; 16Apr56; KK116149.

PAULSON, WILLIAM JOEL d.b.a. W. J. PAULSON CO. SEE Paulson (W. J.) Co.

PEARSON (BEN) INC. ©

It's hot and getting hotter. Archery sets. Mail folder. Appl. author: Elliott V. Bogert. © 21Jun56; KK117693.

Scoring another great first --. Archery sets. Mail folder. Appl. author: Elliott V. Bogert. © 3Apr56; KK115459.

24.6 °/o increase in 1955 sales. Archery sets. Mail folder. Appl. author: Elliott V. Bogert. © 21Mar56; KK115225.

PECHECO, HELEN & MANUEL MURRAY PECHECO d.b.a. M. B. CO. SEE M. B. Co.

PECHECO, MANUEL MURRAY & HELEN PECHECO d.b.a. M. B. CO. SEE M. B. Co.

PEELE (W. R.) CO., INC.

Little Chief, fire extinguisher. 16 oz. net wt. Label. © Willson-Peele Co., a division of W. R. Peele Co., Inc.; 28Feb56; KK116815.

PELTON'S SPUDNUTS, INC. ©

Enjoy the independence and profits of your own business. Spudnuts ... food confections. (In The Saturday evening post, Jan. 28, 1956, p.98) Appl. author: Bill A. Skaggs. © 25Jan56; KK114177.

When witches are flyin' and goblins come callin' that's the time for Spudnuts ... food confections. (In The Saturday evening post, Oct. 22, 1955, p.52) Appl. author: Bill A. Skaggs. © 19Oct55; KK114178.

Your local Spudnut operator is proud of the superlative Spudnut pastries he produces for your eating enjoyment. (In The Saturday evening post, Sept. 17, 1955, p.100) Appl. author: Bill A. Skaggs. © 17Sep55; KK113564.

PENICK & FORD, LTD., INC. ©

My-T-Fine instant pudding, no cooking, just mix with milk. Butterscotch flavor. Net wt. 3 1/8 oz. Label. © 15Nov55; KK113344.

My-T-Fine instant pudding, no cooking, just mix with milk. Chocolate flavor. Net wt. 3 5/8 oz. Label. © 15Nov55; KK113342.

My-T-Fine instant pudding, no cooking, just mix with milk. Nut chocolate flavor. Net wt. 3 5/8 oz. Label. © 15Nov55; KK113341.

My-T-Fine instant pudding, no cooking, just mix with milk. Vanilla flavor. Net wt. 3 1/8 oz. Label. © 15Nov55; KK113343.

PENN FOOTWEAR CO. ©

Robin Hill beautiful shoes. Label. © 16Dec55; KK116891.

PENNSYLVANIA GRADE CRUDE OIL ASSN. ©

Pete Penn asks: What's $3,500? (In Popular mechanics, Feb. 1956, p.110) Appl. author: Meldrum & Fewsmith, Inc. © 27Jan56; KK113998.

PENNWOOD NUMECHRON CO. ©

A new concept in time. Models no. 600, Century; 500 & 500-C, Park Avenue. Electrical numeral clocks. Sheet. © 6Jun56; KK117063.

A new concept in time, Numechron Tymeter, automatic time calculator. Models no.200 & 200-C Starlet. Sheet. © 6Jun56; KK117062.

PENTHOUSE FOODS, INC. ©

Penthouse Party cuvee blend instant coffee. 2 oz. net wt. Label. Appl. author: The Alden Co. © 23Feb56; KK114367.

PEOPLES DRUG STORES, INC. ©

Peoples capsules. Do you fear cancer? (In The Evening star, Washington, D. C., Apr. 10, 1956, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 10Apr56; KK117646.

Peoples capsules. In recent years we are getting more and more prescription orders ... (In The Evening star, Washington, D. C., May 29, 1956, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 29May56; KK117645.

Peoples capsules. One of the nicest things you can say ... (In The Evening star, Washington, D. C., Mar. 27, 1956, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 27Mar56; KK115647.

Peoples capsules. The hub, the crossroads, the meeting place of the community. (In The Evening star, Washington, D. C., Dec. 20, 1955, p.A-2) Appl. author: N. W. Ayer & Son, Inc. © 20Dec55; KK115645.

Peoples capsules. To safeguard your health, a lot goes on ... (In The Evening star, Washington, D. C., May 15, 1956, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 15May56; KK117644.

Peoples capsules. What's the nicest thing about being sick? (In The Evening star, Washington, D. C., Mar. 13, 1956, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 13Mar56; KK115646.

PEPPERIDGE FARM, INC. ©

Pepperidge Farm Biarritz cookies. Net wt. 6 1/4 oz. Label. © 12Dec55; KK114060.

Pepperidge Farm Bordeaux cookies. Net wt. 10 oz. Label. © 12Dec55; KK114055.

Pepperidge Farm Brussels cookies. Net wt. 7 oz. Label. © 12Dec55; KK114061.

Pepperidge Farm Capri cookies. Net wt. 9 oz. Label. © 12Dec55; KK114057.

Pepperidge Farm Dresden cookies. Net wt. 5 1/4 oz. Label. © 12Dec55; KK114058.

Pepperidge Farm Monte Carlo cookie assortment. Net wt. 8 1/2 oz. Label. © 12Dec55; KK114056.

Pepperidge Farm Venice cookies. Net wt. 8 oz. Label. © 12Dec55; KK114059.

PERKINS PRODUCTS CO. ©

Stir up a pitcherful of fun. Pitcherful of Kool-Aid drink; color. (In Chicago Sunday American, May 13, 1956, comic section, section 2, p.1) Appl. author: James R. Sherburne. © 13May56; KK117047.

PERMA-STONE CO. ©

Beautiful, permanent ultra-modern exteriors. Form F-4H. Facing material. Folder. Appl. author: J. E. Bateson. © 25Mar56; KK116865.

Low cost, decorative trims, smart distinctive beauty for old or new homes. Form MP-6-A. Cement facing. Folder. Appl. author: J. E. Bateson. © 10Feb56; KK114797.

Perma-Stone, for beauty, permanence, strength, modernizing magic. Form F8. Cement facing. Folder. Appl. author: J. E. Bateson. © 25Feb56; KK114796.

PERMUTIT CO. ©

Permutit technical bulletin. How to save 20 o/o on electric power for air conditioning. H-100. Feb. 1956. Sheet. © 21Feb56; KK114349.

PETERSEN, C. F.

Warning, fradulent [sic] pay-roll check cashers are reaping a harvest. (Advertising circular for check identification plates and fraudproof checks) © Chester F. Petersen; 31May56; KK116928.

PETRO-TEX CHEMICAL CORP. ©

Something new has been added. (In Oil, paint & drug reporter, Apr. 2, 1956, p.13) Appl. author: James J. McMahon, Inc. © 2Apr56; KK115502.

Soon there'll be more. (In Chemical & engineering news, Apr. 9, 1956, p.1680) Appl. author: James J. McMahon, Inc. © 9Apr56; KK115783.

PHILADELPHIA SEED CO.

Grass seed; carton. Net wt. 1 lb. Label. Appl. author: George H. Beans. © Philadelphia Seed Co., Inc.; 6Feb56; KK113950.

PHILBERT DESIGNS.

Tubo toy; filled with toys, gift, favor, plaything. Tramp clown. Label. Appl. author: Alberta Phillips. © Thurber C. Phillips & Alberta Phillips d.b.a. Philbert Designs; 11May56; KK116650.

PHILLIPS, ALBERTA & THURBER C. PHILLIPS d.b.a. PHILBERT DESIGNS. SEE Philbert Designs.

PHILLIPS, THURBER C. & ALBERTA PHILLIPS d.b.a. PHILBERT DESIGNS. SEE Philbert Designs.

PHOENIX HOLSUM BAKERY, INC. d.b.a. HOLSUM BAKERY, ARIZONA. SEE Holsum Bakery, Arizona.

PIEL BROS. ©

Beautiful, new label outside; same wonderful beer inside. Bert & Harry Piel [pointing to bottle of Piel's light beer] Poster. Appl. author: Young & Rubicam, Inc. © 1May56; KK116461.

Beer lovers, cast a bedazzled eye over our magnificent new Piel's label. Bert & Harry. Piel's light beer. (In Sunday news, New York, May 13, 1956, rotogravure section, p.23) Appl. author: Young & Rubicam, Inc. © 13May56; KK117363.

Being a Piel brother is frustrating sometimes ... Bert & Harry. Piel's light beer. (In Daily news, New York, Mar. 28, 1956, p.41) Appl. author: Young & Rubicam, Inc. © 28Mar56; KK115754.

Gentlemen, this is your moment of triumph as well as our own. Bert & Harry. Piel's light beer. (In Grocer-graphic, Apr. 23, 1956, p.3-4) Appl. author: Young & Rubicam, Inc. © 23Apr56; KK116451.

Give Piel's a try, on sale nearby. Bert & Harry Piel. Piel's light beer. Poster. Appl. author: Young & Rubicam, Inc. © 15Feb56; KK115115.

Golly, Bert, isn't it wonderful how many people have discovered Piels for themselves ... Harry & Bert. Beer. (In Daily news, New York, Apr. 24, 1956, p.33) Appl. author: Young & Rubicam, Inc. © 24Apr56; KK116450.

Golly, Bert, this is good news. Piel's light beer. (In Auburn citizen advertiser, May 11, 1956, p.2) Appl. author: Young & Rubicam, Inc. © 11May56; KK117364.

How we Piel brothers plan to help you sell more Piel's beer and make you richer in the process. Bert & Harry. (In Observer, Jan. 30, 1956, p.3) Appl. author: Young & Rubicam, Inc. © 26Jan56; KK114869.

My brother Bert and I are very upset. Bert & Harry. Piel's light beer. (In Daily news, New York, Apr. 17, 1956, p.33) Appl. author: Young & Rubicam, Inc. © 17Apr56; KK116449.

Shoppers, to market, pick up all the Piel's you can carry. Bert & Harry. Beer. (In Daily news, New York, Mar. 14, 1956, p.47) Appl. author: Young & Rubicam, Inc. © 14Mar56; KK115755.

Try Piel's tonight. Start the year right. Bert and Harry. Piel's light beer. Car card. © 3Jan56; KK114313.

PILLSBURY MILLS, INC. ©

For best biscuits ever ... Ballard flour, Obelisk Plain. 2 lbs. Label. © 20Aug55; KK114303.

For best biscuits ever ... Ballard flour, Obelisk Self-Rising. 2 lbs. Label. © 15Aug55; KK114304.

From Pillsbury, new, faster way to start pigs with high-level protection against scours. Sweet Feast 66. Pillsbury's Best XXXX feeds. Folder. © 8Mar56; KK114900.

New better way to start chicks. New, Pillsbury's Best HC/P chick feeds. Folder. © 5Feb56; KK115893.

Pillsbury angel food cake mix. 1 lb. net wt. Label. © 1May56; KK117186.

Pillsbury Best XXXX. Pillsbury creamy caramel frosting mix. 13 oz. net wt. Label. © 17May56; KK117188.

Pillsbury Best XXXX. Pillsbury fluffy white frosting mix. 7.6 oz. net wt. Label. © 25May56; KK117189.

Pillsbury Best XXXX. Pillsbury milk chocolate frosting mix. 13 oz. net wt. Label. © 17May56; KK117187.

Pillsbury Best XXXX, quick cinnamon rolls. 8 unbaked rolls, ready for the oven. Net wt. 8 ozs. Label. © 15Jan55; KK114693.

Pillsbury coconut icebox cookies. Net wt. 7.6 oz. Label. © 25Nov55; KK113272.

Pillsbury Sno Sheen cake flour. Net wt. 24 oz. Label. © 23Jan56; KK114632.

10 Pillsbury buttermilk biscuits. Unbaked. Net wt. 8 ozs. Label. © 2May55; KK114692.

PINDYCK (CHARLES) INC. ©

And now, at down-to-earth prices, Babycale, by Wamsutta. Sheets, pillow cases for the crib crowd. (In Earnshaw's, Apr. 1956, p.7) Appl. author: Bolland-McNary, Inc. © 10Apr56; KK115867.

Out of the blue comes Maliblu, a Knitmode inspired color. Terry cloth for infants. (In Infants' & children's review, Apr. 1956, p.12) Appl. author: James W. Bolland. © 3Apr56; KK115871.

PINECREST PUB. CO. ©

Monthly round-up of used equipment. Used Caterpillar-built ... Mail folder. © 30Jan56; KK113726.

PINEX CO., INC. ©

How to mix your own cough syrup at home, no cooking needed. Folder. © 19Apr56; KK115902.

PIONEER ENGINEERING WORKS, INC. ©

Specifications and data on the new Vibromatic bituminous paver, by Pioneer. Pamphlet. Appl. author: William A. Rundquist. © 9Nov55; KK116010.

Years ahead in design and performance. It's the new Vibromatic bituminous paver, by Pioneer. Folder. © 19Sep55; KK114726.

PITTSBURGH PLATE GLASS CO. ©

Design of the month. Folder.
Jan. 1956. © 16Jan56; KK113459.
Feb. 1956. © 5Mar56; KK114795.
Mar. 1956. © 20Mar56; KK115145.
Apr. 1956. © 11Apr56; KK115740.
May 1956. © 3May56; KK116421.
June 1956. © 18May56; KK116864.

Profitable product pointers for jobber salesmen. Coatings & paints. 15 p. Appl. authors: Maxon, Inc. & Ditzler Color Division of Pittsburgh Plate Glass Co. © Ditzler Color Division, Pittsburgh Plate Glass Co.; 16Jan56; KK117298.

PLASTONE CO.
Liquid Love, new, instant wash. Liquid Love, miracle detergent, all purpose, for dishes & clothes. (In The Republican, Paoli, Ind.) © Plastone Co., Inc.; 24Apr56; KK116634.

PLAUT & LEDERMAN.
Get traffic in May and June. (Ad mat service) Steel folding card tables & chairs. Folder. Appl. author: Harvey S. Lederman. © George Lederman & Harvey S. Lederman d.b.a. Plaut & Lederman; 3Mar56; KK115068.

PLENTY PRODUCTS, INC. ©
Flaming snow balls. Box of six. Ice cream. Poster. © 15Sep55; KK113938.

The most effective dessert you ever saw, flaming snow balls. Box of 6. Ice cream confection. Streamer. © 15Sep55; KK113937.

POCONO GARDENS LODGE. ©
Picture your honeymoon in this setting. (In Modern bride, winter issue 1954-55, p.142) © 30Sep54; KK113031.

POLAND BROS., INC. ©
Stores everywhere are switching to ... Snap-Up folding gift boxes. Catalog A-1. Folder. © 10Feb56; KK114154.

POLAR FOODS, INC. ©
Polar peas and carrots. Net weight 10 oz. Label. Appl. author: Crown Zellerbach Corp. © 20Mar56; KK115314.

POLAROID CORP. ©
60-second camera adds spice to traditional Thanksgiving dinner. (In Life, Nov. 21, 1955, p.67) Appl. author: Doyle Dane Bernbach, Inc. © 21Nov55; KK116957.

60-second camera gives new kick to family picnic. (In Life, Aug. 29, 1955, p.108) Appl. author: Doyle Dane Bernbach, Inc. © 29Aug55; KK116922.

POLLY SEAL, INC. ©
Blue print chemistry ... So little does so much, Polly Seal mends paper tears, newly developed for special service. 6 p. © 7Dec55; KK113159.

Polly, a must for everyone. Polly Seal mends paper tears. Sheet. © 18Jan56; KK113853.

PORTER PHARMACAL CORP. ©
N. Y. doctors prove you can lose fat fast without hunger. Clinex. Reducing tablet. (In Daily news, New York, Feb. 17, 1956, p.9C) © 17Feb56; KK114475.

N. Y. doctors prove you can lose fat fast, without hunger ... Clinex. Reducing tablet. Sheet. © 3Jan56; KK114413.

POST, E. J. SEE Post, H. L.

POST, H. L.
Nature's Good Health giant. Milk or products made from milk. Sheet. © Harold Lorenzo Post & Emily Jane Post; 15Nov54; KK113072.

POTVIN (R. J.) SHOE CO. ©
Sabel's Equino-Varus and surgical infants' shoes. Folder. © 11Apr56; KK115784.

POWELL, LOYD. ©
Double acting athletes' foot alleviating powder. Net wt. 2 1/2 oz. Label. © 9Apr56; KK115579.

PRATT & LAMBERT, INC. ©
Pratt & Lambert calibrated colors. 1 fl. oz. Label. Appl. author: Richard B. Mather. © 2Dec55; KK113746.

PRATT-LOW PRESERVING CO. ©
Diet-Sweet foods, by Pratt-Low, sell better because they taste better. (In Chain store age, Jan. 1956, p.32) Appl. author: Sidney Garfield & Associates, Inc. © Pratt-Low Preserving Co., Inc.; 30Dec55; KK114350.

Diet-Sweet foods, by Pratt-Low, sell better because they taste better. (In Supermarket news, Nov. 21, 1955, p.6) Appl. author: Corydon Jones. © 21Nov55; KK113385.

PREFERRED FOODS, INC. ©
Polska brand, cooked, boneless, ham with natural juices, gelatin added. Label. Appl. author: Arthur S. Davis. © 23Nov55; KK117575.

PRICE, JAMES R.
Why prefabricated homes make better mortgage risks ... SEE National Homes Corp.

PRICE-DRISCOLL CORP. ©
Range officer's commands. Phonograph records. Label. Appl. author: Robert Menning Barth. © 15Sep55; KK113074.

PROCESSING DIV., ASTER MEATS, INC. SEE Aster Meats, Inc.

PROCTER & GAMBLE CO. ©
Amazing, the mildest home permanent for children gives longest-lasting wave. Lilt's new Party Curl. (In Parents' magazine, May 1955, p.11) Appl. author: Biow-Beirn-Toigo, Inc. © 26Apr55; KK116653.

Beat The Trickster and win $32,000 cash. Joy. Liquid detergent. Certificate. (In Pasadena star-news, Pasadena, Calif., Feb. 1, 1956, p.20) Appl. author: Leo Burnett Co., Inc. © Procter & Gamble Co.; 1Feb56; KK114829.

Beat The Trickster and win $32,000 cash. Joy. Liquid detergent. Coupon. (In The Detroit news, Feb. 1, 1956, p.76) Appl. author: Leo Burnett Co., Inc. © Procter & Gamble Co.; 1Feb56; KK114830.

Discover a new bath sensation with Zest beauty bar. Soap. (In Tulsa world, Nov. 6, 1955, comic section, p.6) Appl. author: Benton & Bowles, Inc. © 6Nov55; KK114499.

Discover a new bath sensation with Zest beauty bar. Soap. (In Tulsa world, Oct. 23, 1955, comic section, p.3) Appl. author: Benton & Bowles, Inc. © 23Oct55; KK113828.

Discover a new bath sensation with Zest beauty bar, for the first time in your life feel really clean. Soap. (In Tulsa world, Apr. 8, 1956, comic section, p.3) Appl. author: Benton & Bowles, Inc. © 8Apr56; KK116963.

Everyone's talking ... Here are the answers to some questions you'll be asked about Procter & Gamble's Crest. Toothpaste. (In Drug topics, Mar. 5, 1956, p.15) Appl. author: Benton & Bowles, Inc. © 5Mar56; KK116230.

Ft. Wayne hails Whirl, revolutionary new liquid-magic shortening ... (In Fort Wayne news-sentinel, Nov. 21, 1955, p.36) Appl. author: Benton & Bowles, Inc. © 21Nov55; KK114508.

Grown-up waves are fine for grownups, but under-13 hair needs this special care. New Lilt Party Curl, children's home permanent. (In Good housekeeping, Feb. 1956, p.144) Appl. author: The Biow-Beirn-Toigo, Inc. © 19Jan56; KK113243.

If you've never had a pin-curl permanent, here's why you ought to try Pin-It. (In Life, Apr. 30, 1956, p.142) Appl. author: Benton & Bowles, Inc. © 26Apr56; KK117290.

Important milestones in modern medicine ... Now, 1955, Procter & Gamble proudly announces: Triumph over tooth decay. Crest toothpaste with Fluoristan. (In Los Angeles examiner pictorial living, Dec. 18, 1955, p.12) Appl. author: Benton & Bowles, Inc. © 18Dec55; KK115996.

Important milestones in modern medicine ... Now, 1955, Procter & Gamble proudly announces: Triumph over tooth decay. Crest toothpaste with Fluoristan. (In Syracuse herald-journal, July 12, 1955, p.15) Appl. author: Benton & Bowles, Inc. © 12Jul55; KK113818.

Important milestones in modern medicine ... Now, 1955, Procter & Gamble proudly announces: Triumph over tooth decay. Crest toothpaste with Fluoristan. (In The Spokesman review, Oct. 9, 1955, p.7) Appl. author: Benton & Bowles, Inc. © 9Oct55; KK114490.

Important milestones in modern medicine ... Now, 1956, Procter & Gamble proudly announces: Triumph over tooth decay. Crest toothpaste with Fluoristan. ⌐B & W ad; 4 scenes; tube & box⌐ (In Reporter dispatch, White Plains, N. Y., Jan. 24, 1956, p.7) Appl. author: Benton & Bowles, Inc. © 24Jan56; KK115591.

Important milestones in modern medicine ... Now, 1956, Procter & Gamble proudly announces: Triumph over tooth decay. Crest toothpaste with Fluoristan. ⌐Color ad; tube; box & 5 pictures⌐ (In Life, Jan. 30, 1956, p.6-7) Appl. author: Benton & Bowles, Inc. © 27Jan56; KK115586.

Important milestones in modern medicine ... Now, 1956, Procter & Gamble proudly announces: Triumph over tooth decay. Crest toothpaste with Fluoristan. ⌐Color ad; tube, box & 6 pictures⌐ (In McCall's, Feb. 1956, p.30) Appl. author: Benton & Bowles, Inc. © 26Jan56; KK117286.

Important milestones in modern medicine ... Now, 1956, Procter & Gamble proudly announces: Triumph over tooth decay. Crest toothpaste with Fluoristan. ⌐Four scenes⌐ (In The San Francisco chronicle, Feb. 5, 1956, comic section, p.4) Appl. author: Benton & Bowles, Inc. © 5Feb56; KK116233.

Important milestones in modern medicine ... Now, 1956, Procter & Gamble proudly announces: Triumph over tooth decay. Crest toothpaste with Fluoristan. ⌐Six scenes⌐ (In Good housekeeping, Feb. 1956, p.2) Appl. author: Benton & Bowles, Inc. © 20Jan56; KK116232.

It's here, a detergent worthy of the Duz name. New Blue Dot Duz. (In The Richmond times-dispatch, May 20, 1956, comic section, pt.1) Appl. author: Compton Advertising, Inc. © 20May56; KK117550.

Jif, peanut butter, creamy-smooth. Net weight 1 lb. 2 oz. Label. © Procter & Gamble Co.; 13Mar56; KK115415.

Just squeeze, it's a breeze to get a home permanent that really takes, lasts 'til cut. Only new Lilt brings you squeeze-bottle magic. (In Look, May 29, 1956, p.91) Appl. author: The Biow Co., Inc. © 15May56; KK116535.

Mother gave me a home permanent wave. (Lilt Party Curl advertisement) (In Parent's magazine, Oct. 1954, p.25) © 30Sep54; KK117618.

New from Procter & Gamble, Jif. Peanut butter. (In The Pensacola news-journal, Apr. 8, 1956, comic section, p.7) Appl. author: Leo Burnett Co., Inc. © Procter & Gamble Co.; 8Apr56; KK116740.

New from Procter & Gamble, Jif. The new peanut butter that melts in your mouth. (In The Daily register-mail, June 7, 1956, p.19) Appl. author: Leo Burnett Co., Inc. © Procter & Gamble Co.; 7Jun56; KK117463.

New from Procter & Gamble, milder Joy, now in a can. Liquid detergent. (In Press newspaper, v.117, no.61, p.14) Appl. author: Leo Burnett Co., Inc. © Procter & Gamble Co.; 12Apr56; KK116255.

New from Procter & Gamble, milder Joy, now in a can. Liquid detergent. (In The Litchfield news-herald, Litchfield, Ill., Apr. 12, 1956, p.3) Appl. author: Leo Burnett Co., Inc. © Procter & Gamble Co.; 12Apr56; KK117455.

The new instant Joy invites you to beat The Trickster and win $32,000 cash. Liquid detergent. Seattle store poster. Appl. author: Leo Burnett Co., Inc. © Procter & Gamble Co.; 3Jan56; KK114831.

New Joy for dishes invites you to beat The Trickster and win $32,000 cash. Official entry blank. Liquid detergent. Appl. author: Leo Burnett Co., Inc. © Procter & Gamble Co.; 3Jan56; KK114828.

New pink Camay, the deodorant beauty soap. Bath size. Label. © Procter & Gamble Co.; 30Dec55; KK115293.

Now, be a pin-up girl with the pin-up curl. Pin-It, wonderful, new, easy-to-do pin-curl permanent. (In Glamour, Aug. 1955, p.14) Appl. author: Benton & Bowles, Inc. © 29Jul55; KK114082.

Now, for the first time in medical history, a toothpaste that effectively strengthens tooth enamel to lock out decay from within. Crest tooth paste with Fluoristan. (In Drug topics, Feb. 6, 1956, p.28-29) Appl. author: Benton & Bowles, Inc. © 6Feb56; KK115980.

Procter & Gamble announces ... New Whirl liquid magic shortening. [Slice of cake] (In Fort Wayne journal gazette, Dec. 18, 1955, comic section, p.3) Appl. author: Benton & Bowles, Inc. © 18Dec55; KK114507.

Procter & Gamble announces ... New Whirl liquid magic shortening. [Slice of cherry pie] (In Fort Wayne news-sentinel, Nov. 21, 1955, p.36) Appl. author: Benton & Bowles, Inc. © 21Nov55; KK114509.

Procter & Gamble announces the greatest shortening improvement in your lifetime. New, Whirl, liquid magic, shortening. [Cherry pie] (In Fort Wayne journal gazette, Jan. 8, 1956, comic section, p.7) Appl. author: Benton & Bowles, Inc. © 8Jan56; KK115598.

Procter & Gamble announces the greatest shortening improvement in your lifetime: New Whirl, liquid magic, shortening. [Cherry pie] (In The Cincinnati pictorial enquirer, Apr. 22, 1956, p.3) Appl. author: Benton & Bowles, Inc. © 22Apr56; KK117637.

Procter & Gamble announces the greatest shortening improvement in your lifetime. New, Whirl, liquid magic, shortening ... [Fried chicken] (In Columbus dispatch magazine, Mar. 11, 1956, p.3) Appl. author: Benton & Bowles, Inc. © 11Mar56; KK116234.

Procter & Gamble announces the greatest shortening improvement in your lifetime. New, Whirl, liquid magic, shortening. [Fried chicken] (In Ft. Wayne journal gazette, Jan. 22, 1956, comic section, p.3) Appl. author: Benton & Bowles, Inc. © 22Jan56; KK115597.

Procter & Gamble announces the greatest shortening improvement in your lifetime, new Whirl, liquid magic, shortening. [Fried chicken leg] (In Cincinnati times-star, May 31, 19[illegible], p.11) Appl. author: Benton & Bowles, Inc. © 31May56; KK117678.

Procter & Gamble announces the greatest shortening improvement in your lifetime. New, Whirl liquid-magic shortening. (In Fort Wayne news-sentinel, Dec. 1, 1955, p.31) Appl. author: Benton & Bowles, Inc. © 1Dec55; KK115584.

Procter & Gamble announces the greatest shortening improvement in your lifetime, new, Whirl, liquid magic, shortening. (In South Bend tribune, Apr. 1, 1956, comic section, p.7) Appl. author: Benton & Bowles, Inc. © Procter & Gamble Co.; 1Apr56; KK117291.

Procter & Gamble announces the greatest shortening improvement in your lifetime. New, Whirl, liquid magic, shortening ... [Slice of cake] (In Zanesville times signal, Mar. 18, 1956, comic section, p.4) Appl. author: Benton & Bowles, Inc. © 18Mar56; KK116226.

Save 10¢ with coupon below on Procter & Gamble's new Whirl, liquid-magic shortening. (In Fort Wayne news-sentinel, Feb. 16, 1956, p.25) Appl. author: Benton & Bowles, Inc. © 16Feb56; KK115983.

Special offer from Procter & Gamble ... 5¢ off regular price when you buy this special bundle of 3 regular-size bars of Zest ... Soap. (In Fort Smith times record, Mar. 1, 1956, p.16) Appl. author: Benton & Bowles, Inc. © 1Mar56; KK116229.

Special offer from Procter & Gamble ... 10¢ off regular price when you buy this special bundle of 2 big, bath-size bars of Zest. Soap. (In St. Petersburg times, Mar. 9, 1956, p.45) Appl. author: Benton & Bowles, Inc. © 9Mar56; KK116235.

Ssh, it's a Secret. [Full page color ad] Home permanent. (In The Atlanta journal & constitution magazine, June 5, 1955, p.17) Appl. author: Benton & Bowles, Inc. © 5Jun55; KK114492.

Ssh, it's a Secret. [1/2 page color ad] Home permanent. (In The Atlanta journal & constitution magazine, June 12, 1955, p.23) Appl. author: Benton & Bowles, Inc. © 12Jun55; KK114491.

Totally new kind of bath and beauty bar. Zest. Soap. (In St. Petersburg times, Jan. 8, 1956, comic section, p.3) Appl. author: Benton & Bowles, Inc. © 8Jan56; KK115595.

Totally new kind of bath and beauty bar. Zest. Soap. (In Tampa tribune, Nov. 6, 1955, comic section, p.4) Appl. author: Benton & Bowles, Inc. © 6Nov55; KK114505.

Triumph over tooth decay. Crest toothpaste with Fluoristan. Poster. Appl. author: Benton & Bowles, Inc. © 1Feb56; KK114890.

Triumph over tooth decay. Crest toothpaste with Fluoristan. Poster. Appl. author: Benton & Bowles, Inc. © 1May56; KK117685.

Try this better golden-brown pie crust, make these easy golden treasure tarts, says Betty Crocker ... Golden Fluffo, all-purpose shortening ... (In Good housekeeping, Feb. 1956, p.52) Appl. author: Biow-Beirn-Toigo, Inc. © 12Jan56; KK113227.

Whee, Comet's here. Procter & Gamble's new, green cleanser fortified with Chlorinol. (In The Daily register-mail, Galesburg, Ill., Apr. 26, 1956, p.23) Appl. author: Compton Advertising, Inc. © 26Apr56; KK116837.

Why didn't somebody think of this before? Creamy white shortening that you pour. Whirl. (In Springfield news-sun, Sept. 18, 1955, comic section, p.4) Appl. author: Benton & Bowles, Inc. © 18Sep55; KK114097.

Why didn't somebody think of this before? Creamy white shortening that you pour. Whirl. (In The Portsmouth times, Portsmouth, Ohio, Oct. 12, 1955, p.13) Appl. author: Benton & Bowles, Inc. © 12Oct55; KK113824.

PROSPERITY CO., INC., division of WARD INDUSTRIES CORP. SEE Ward Industries Corp.

PRUE MANUFACTURING CO. ©

Capture the general. Game. Label. Appl. author: Frances A. Prue. © 10May55; KK114338.

PUERTO RICO.

Fifteen minutes from your desk - in Puerto Rico. Travel advertising. (In The New Yorker, Mar. 17, 1956, p.92-93) Appl. author: Ogilvy, Benson & Mather, Inc. © Commonwealth of Puerto Rico; 17Mar56; KK116335.

Guess where this is - Holland, Sweden or Puerto Rico? Travel advertising. (In The New Yorker, Jan. 7, 1956, p.42-43) Appl. author: Ogilvy, Benson & Mather, Inc. © Commonwealth of Puerto Rico; 7Jan56 (in notice: 1955); KK113383.

Love Margarita, love Puerto Rico. Margarita Rivera. Travel advertising. (In The New Yorker, Feb. 11, 1956, p.9) Appl. au-

PUERTO RICO. Cont'd.

thor: Ogilvy, Benson & Mather, Inc. © Commonwealth of Puerto Rico; 11Feb56; KK114281.

You can live like this in Puerto Rico today. Travel advertising. (In The New Yorker, Apr. 14, 1956, p.88-89) Appl. author: Ogilvy, Benson & Mather, Inc. © Commonwealth of Puerto Rico; 14Apr56; KK116336.

PUERTO RICO DISTILLING CO. ©

Best thing in a cold glass, Ronrico for summer drinks. Rum. (In Time, Aug. 15, 1955, p.60) Appl. author: Erwin, Wasey & Co., Inc. © 10Aug55; KK115444.

Chico says: For a drink that's real lip-smackery, try a great Ronrico daiquiri. ⁅B & W⁆ (In The Miami herald, Jan. 13, 1956, section B, p.4) Appl. author: Erwin, Wasey & Co. © 13Jan56; KK115959.

Chico says: For a drink that's real lip-smackery, try a great Ronrico daiquiri. [B & W; seated figure with instrument] (In Daily news, New York, May 11, 1956, p.54) Appl. author: Erwin, Wasey & Co., Inc. © 11May56; KK117517.

Chico says: For a drink that's real lip-smackery, try a great Ronrico daiquiri. ⁅Color ad⁆ (In Newsweek, Feb. 6, 1956, p.64) Appl. author: Erwin, Wasey & Co., Inc. © 6Feb56; KK115958.

Chico says: Quiere Vd. ser mas rico? Put your money on this rum, and Chico. Ronrico. (In Patterson's California beverage gazetteer, June 1956, p.60A) Appl. author: Erwin, Wasey & Co., Inc. © 1Jun56; KK117526.

Chico says: The best drink for all guys an' dollins is a tall, frosty Ronrico Collins. Rum. (In Chicago daily tribune, Apr. 20, 1956, pt.1, p.14F) Appl. author: Erwin, Wasey & Co. © 20Apr56; KK116564.

Chico says: The best drink for all guys an' dollins is a tall, frosty Ronrico Collins. Rum. (In Newsweek, May 21, 1956, p.121) Appl. author: Erwin, Wasey & Co., Inc. © 17May56; KK117456.

Chico says: The drink for a man who's smart as a fox is dry Ronrico rum on the rocks. [B & W] (In Daily news, New York, May 25, 1956, p.46) Appl. author: Erwin, Wasey & Co., Inc. © 25May56; KK117519.

Chico says: The drink for a man who's smart as a fox is dry Ronrico rum on the rocks. [B & W] (In The Miami herald, Mar. 9, 1956, section A, p.18) Appl. author: Erwin, Wasey & Co., Inc. © 9Mar56; KK115963.

Chico says: The drink for a man who's smart as a fox is dry Ronrico rum on the rocks. ⁅Color ad⁆ (In Newsweek, Feb. 27, 1956, p.94) Appl. author: Erwin, Wasey & Co., Inc. © 27Feb56; KK115960.

Chico says: Want a sure-fire way to make your profits rise? Stock Ronrico rum in every type and size. (In Beverage industry news, San Francisco, Feb. 1, 1956, p.10) Appl. author: Erwin, Wasey & Co., Inc. © 1Feb56; KK115962.

Chico says: What did Shakespeare write to Zola? Make mine Ronrico rum an' cola. [B & W] (In Daily news, New York, June 8, 1956, p.9) Appl. author: Erwin, Wasey & Co. © 8Jun56; KK117518.

Chico says: What did Shakespeare write to Zola? Make mine Ronrico rum an' cola. ⁅Color ad⁆ (In Newsweek, Apr. 9, 1956, p.121) Appl. author: Erwin, Wasey & Co., Inc. © 9Apr56; KK115961.

Congratulations, Pioneer Atlas Liquor on your new warehouse ... Go with Ronrico in '55. Rum. (In Illinois beverage journal, June 1955, p.62) Appl. author: Erwin, Wasey & Co., Inc. © 1Jun55; KK116491.

Festive holidays? Serve Ronrico eggnog. Rum. (In Time, Dec. 26, 1955, p.61) Appl. author: Erwin, Wasey & Co., Inc. © 21Dec55; KK115446.

Festive holidays? Serve Ronrico Tom & Jerry. Rum. (In Time, Dec. 12, 1955, p.111) Appl. author: Erwin, Wasey & Co., Inc. © 7Dec55; KK115445.

Go Ronrico. More and more people who want a different drink ... Rum. (In Newsweek, Apr. 18, 1955, p.93) Appl. author: Erwin, Wasey & Co., Inc. © 13Apr55; KK114772.

Nothing cooler under the sun. Ronrico coolers. Rum. (In Time, July 18, 1955, p.101) Appl. author: Erwin, Wasey & Co., Inc. © 14Jul55; KK116641.

Ronrico firsts. Rum. (In Time, May 23, 1955, p.52) Appl. author: Erwin, Wasey & Co., Inc. © 18May55; KK115447.

The rum you can trust, sip it and smile. (In Time, Apr. 25, 1955, p.117) Appl. author: Erwin, Wasey & Co., Inc. © 20Apr55; KK115449.

Traditional heartwarming favorite, hot Ronrico, buttered rum. (In Time, Dec. 19, 1955, p.52) Appl. author: Erwin, Wasey & Co., Inc. © 14Dec55; KK115448.

PULLMAN CO. ©

Afford it? Of course you can, everybody can afford to travel by Pullman. Transportation. (In Life) Appl. author: George Drake. © 30Apr56; KK116264.

At the end of a hectic day, what a joy to board a Pullman and relax. Transportation. (In U. S. news & world report, Jan. 13, 1956, p.60) Appl. author: George Drake. © 13Jan56; KK113339.

Boy, will I relax when I board that Pullman, tonight. Transportation. (In Newsweek) Appl. author: George Drake. © 27Feb56; KK115425.

Man, was I beat when I got on this Pullman last night. Transportation. (In Time, Jan. 23, 1956, p.62) Appl. author: George Drake. © 19Jan56; KK113427.

Next time, graduate to Pullman. Transportation. (In Cornell daily sun, Apr. 16, 1955, p.31) Appl. author: George Drake. © 16Apr55; KK113071.

One of the good things of life any American family can enjoy. Transportation. (In Hotel red book) Appl. author: George Drake. © 1May55; KK113068.

Only Pullman can offer you these 6 ways to travel in comfort. Transportation. (In Look) Appl. author: George Drake. © 24Jan56; KK113510.

Porter, I feel relaxed already. I start to ease up the moment I board a Pullman. Transportation. (In Newsweek, Jan. 30, 1956, p.33) Appl. author: George Drake. © 30Jan56; KK113871.

Sell Pullman for holiday travel and know you've sold more than a ticket. Transportation. (In The Ticket agent) Appl. author: George Drake. © 1Nov55; KK113082.

Selling Pullman is a good way to keep the railroads sold. Transportation. (In The Ticket agent) Appl. author: George Drake. © 1Jan56; KK114359.

Thank heaven you're going by Pullman, this time you'll have a chance to relax. Transportation. (In Newsweek) Appl. author: George Drake. © 19Mar56; KK116195.

That Pullman ticket you sell is far more than just a piece of paper. Transportation. (In The Ticket agent, Jan.-Feb. 1955, p.4-5) Appl. author: George Drake. © 1Jan55; KK113507.

This Christmas I'm giving myself 12 months of travel comfort. Transportation. (In Time, Dec. 12, 1955, p.56) Appl. author: George Drake. © 12Dec55; KK116352.

This year make it a pleasure trip, all the way home for the holidays, by Pullman. Transportation. (In Life, Dec. 12, 1955, p.107) Appl. author: George Drake. © 12Dec55; KK114140.

Why Pullman is everybody's way to travel. Transportation. (In Life, Feb. 27, 1956, p.131) Appl. author: George Drake. © 27Feb56; KK114358.

You can work on a Pullman, if you want to, but I just relax. Transportation. (In Time, May 16, 1955, p.46) Appl. author: George Drake. © 16May55; KK114007.

PUREX CORP., LTD. ©

New, a washday bleach, so safe you could use it blindfolded. Purex Beads-O'-Bleach. (In Good housekeeping, May 1956, p.248C) Appl. author: Foote, Cone & Belding. © 20Apr56; KK116479.

New formula, new name, sales up 70.5 °/o with improved dry bleach. Beads-O'-Bleach. (In Chain store age (Grocery managers ed.), Apr. 1956, p.48-49) Appl. author: Foote, Cone & Belding. © 30Mar56; KK116482.

Purex, dry bleach. New, Beads-O'-Bleach whitens clothes like liquid, yet easy as soap to use. Net weight 1 lb. 2 ozs. Label. © 15May55; KK115209.

Trend, the dishwashing suds that helps you save. Detergent. (In Good housekeeping, May 1956, p.218) Appl. author: Foote, Cone & Belding. © 20Apr56; KK116478.

PUROLATOR PRODUCTS, INC. ©

Chuck Stevenson ... says: Here's the oil filter we pro drivers use. (In Collier's May 11, 1956, p.54) Appl. author: J. Walter Thompson Co. © 27Apr56; KK116906.

Money-saving warning from Purolator: It's oil filter check time now. (In Look, Apr. 3, 1956, p.17) Appl. author: J. Walter Thompson Co. © 20Mar56; KK116907.

Money-saving warning from Purolator: It's oil filter check time now. (In The Saturday evening post, Apr. 7, 1956, p.8-9) Appl. author: J. Walter Thompson Co. © 4Apr56; KK117302.

Protect your engine like the pro's do. At championship NASCAR races, Purolator oil filters are the 10-to-1 choice for every make of car. [Endorsed by] Chuck Stevenson. (In The Saturday evening post, Mar. 24, 1956, p.118) Appl. author: J. Walter Thompson Co. © 21Mar56; KK116526.

Protect your engine like the pro's do. $100,000,000 testing ground proves Purolator oil filters best for every make of car. [Endorsed by] Herb Thomas. (In The Saturday evening post, Apr. 28, 1956, p.139) Appl. author: J. Walter Thompson Co. © 25Apr56; KK116905.

Tim Flock ... says: We've proved which oil filter is best for every make of car. It's Purolator. (In Collier's, Mar. 16, 1956, p.6) Appl. author: J. Walter Thompson Co. © 1Mar56; KK116527.

Your car engine sucks in just as much grit. [Endorsed by] Buck Baker. Purolator oil filter. (In The Saturday evening post, Oct. 29, 1955, p.51) Appl. author: J. Walter Thompson Co. © 26Oct55; KK114086.

PYGMY CORP. ©
Original African Pygmy blow gun. Sheet. Appl. author: Roger E. Lee. © 15Dec55; KK113579.

Q

QUAKER STATE METALS CO. ©
America's most modern roofing for farm buildings, QSM corrugated aluminum in rolls. (In County agent & vo-ag teacher, Feb. 1956) Appl. author: Foltz- Wessinger, Inc. © 25Jan56; KK116669.

Another selling feature for QSM corrugated aluminum in rolls, lap lines for easier, faster installation. (In Plan, Feb. 1956, p.37) Appl. author: Foltz-Wessinger, Inc. © 15Feb56; KK116679.

QSM corrugated aluminum in rolls. Label. Appl. author: John H. Zittle. © 3Nov55; KK114004.

QSM corrugated aluminum lawn edging. 40 ft. roll, 4 in. wide. Label. Appl. author: John Henry Zittle. © 6Feb56; KK117439.

QSM corrugated aluminum lawn edging in 40 ft. rolls, 4 in. wide. (In Garden supply merchandiser, Mar. 1956, p.42) Appl. author: Foltz-Wessinger, Inc. © 23Feb56; KK116671.

QSM corrugated aluminum roofing in rolls. Roll it on your farm buildings. (In Farm journal, Apr. 1956, p.200) Appl. author: Foltz-Wessinger, Inc. © 24Mar56; KK116670.

Roll on an aluminum roof. QSM corrugated aluminum in rolls. (In Farm journal magazine, Mar. 1956, p.105) Appl. author: Foltz-Wessinger, Inc. © 25Feb56; KK116678.

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©
The bread you'll love when dieting, Stars Silhouette. (In Evening free lance, Hollister, Calif., Apr. 14, 1954, p.3) © 14Apr54; KK114298.

For natural goodness galore, Sunbeam, stone ground, whole wheat with pure honey added. Bread. © 12Jan56; KK114482.

Isn't it good, mummy. Sunbeam, stone ground, whole wheat with pure honey added. Bread. © 19Jan56; KK114481.

Keeps 'em on the go. Sunbeam energy enriched bread. Sunbeam with a coon-skin cap. Streamer. © 1Sep55; KK114024.

Not by bread alone. Sunbeam bakers. Sunbeam praying. Streamer. © 1Dec55; KK114022.

Sunbeam energy to start your day. Sunbeam with grandfather. Streamer. © 1Feb56 (in notice: 1955); KK114021.

Touchdown. Sunbeam enriched bread. Sunbeam cheering at game. Streamer. © 1Nov55; KK114023.

We all love its flavor, Sunbeam stone ground, whole wheat with pure honey added. Bread. © 12Jan56; KK114480.

QUEEN CITY DECORATORS. ©
Swedish polish for furniture, cleans as it polishes. One pint. Label. Appl. author: Warren Larson. © 21Jul55; KK115787.

QUINBY MANUFACTURING CO.
Snappy, real, camera set. Label. Appl. author: Anthony J. Davanzo. © Quinby Manufacturing Co., Inc.; 15Oct55; KK115388.

QUINCY SYRIAN BAKING CO., INC. ©
All purpose Quincy Syrian bread, a housewife's dream come true. Not less than 12 oz. net weight. Label. Appl. author: Kenneth Wenning. © 7Jun56; KK117531.

R

RCB ENTERPRISES, INC. ©
6 °/o , the game of stocks and bonds. G-100. Lid wrap. Label. © 6Mar56; KK115777.

R-COLUMBIA PRODUCTS CO., INC. ©
New Fono-Magic stops slipping phonograph turntables, saves drive wheel inventory costs, too. Compound for phonograph repair. Sheet. Appl. author: Irving Rozak. © 10May56; KK116537.

R. S. PRECISION PRODUCTS. ©
Sta-Kit sprinkler hose anchors. 4 for 49¢. Label. Appl. author: Herman Savitzky. © 23May56; KK116863.

RADCO.
4 yards hand washable. Sew-Pak. Textile piece goods. Label. © Irving Schwartz d.b.a. Raymar Distributors a.k.a. Radco; 9Apr56; KK116299.

RADI-HEAT ENGINEERING & SALES CO. ©
Homeowners and architects and heating engineers agree, the trend is to hot water radiant heating. Folder. Appl. author: Raymond A. Behrmann. © 27Mar56; KK115948.

RAIN-SKIRT CO.
Rain-Skirt. Wrap-around, plastic ... may also be used as utility skirt. Label. © Rain-Skirt Co., solely owned by Mildred Kiesow; 30Dec55; KK115558.

RAINBOW GIRL COAT CO., INC. ©
Another Rainbow first, the Lumberjill in St. Mary's wonderful wool fleece. (In Women's wear daily, May 16, 1956, p.53) Appl. author: Gibbons-O'Neill, Inc. © 16May56; KK116743.

Here comes Rainbow with the 1956 fashion heart-throb, the new Combo coat. (In Women's wear daily, Apr. 11, 1956, p.63) Appl. author: Gibbons-O'Neill, Inc. © 11Apr56; KK115627.

Rainbow presents Honeybun, a buyer's dream in famous Mark V alpaca. Children's coats. (In Women's wear daily, May 9, 1956, p.25) Appl. author: Gibbons-O'Neill, Inc. © 9May56; KK116628.

RALPH, RALPH H. d.b.a. NURSERY STOCK EXCHANGE. SEE Nursery Stock Exchange.

RALSTON PURINA CO. ©
Makes dogs eager eaters and gives them better daily nutrition than most humans get. [Dog on leach pulling toward grocery cart with new Purina dog chow] (In Idaho State journal, Jan. 12, 1956, p.12) Appl. author: Dean Pennington. © 12Jan56; KK114912.

Makes dogs eager eaters and gives them better daily nutrition than most humans get. [Feeding scene; new Purina dog chow being poured into dish; two dogs approaching] (In Rochester times-union, Dec. 1, 1955, p.50) Appl. author: Dean Pennington. © 1Dec55; KK113005.

Makes dogs eager eaters and gives them better daily nutrition than most humans get. [Kennel scene; man holding box of new Purina dog chow; pack of large dogs in foreground] (In Arkansas democrat, Apr. 12, 1956, p.29) © 12Apr56 (in notice: 1955); KK116331.

Makes dogs eager eaters and gives them better daily nutrition than most humans get. [Kitchen scene; Purina dog chow on washer top; woman holding bowl toward leaping dog] (In Arkansas democrat, Dec. 15, 1955, p.27) Appl. author: Dean Pennington. © 15Dec55; KK113649.

Makes dogs eager eaters and gives them better daily nutrition than most humans get. New Purina dog chow. [Outdoor scene; small girl watching puppies eat] (In Rochester times-union, Nov. 17, 1955, p.53) Appl. author: Dean Pennington. © 17Nov55; KK114365.

Makes dogs eager eaters and gives them better daily nutrition than most humans get. [Shopping scene; dog pulling toward cart with Purina dog chow on bottom] (In Rochester times-union, Dec. 29, 1955, p.12) Appl. author: Dean Pennington. © 29Dec55; KK113650.

Makes dogs eager eaters and gives them better daily nutrition than most humans get. [Yard scene; New Purina dog chow being poured into dish; 2 dogs running toward feeding dishes] (In Arkansas democrat, Mar. 15, 1956, p.26) © 15Mar56 (in notice: 1955); KK116040.

Purina poultry profit √R meter. Slide-chart, by Perrygraf. Animal feed. © 6May55; KK114062.

Take full advantage of Purina research, dial more milk ... Purina Check-R-Mixer. Animal feed. Display poster. © 25Nov55; KK113364.

RAMSET FASTENERS, INC. ©
Application bulletin. Sheet.
E-2. Electric fastening series. Appl. author: James Joseph Clarke. © 27Apr55; KK115695.
E-3. Electrical fastening series. Appl. author: James Joseph Clarke. © 5Apr55; KK115694.

RAMSET FASTENERS, INC. © Cont'd.

G-12A. General fastening series. Appl. author: Albert Masters. © 22Apr55; KK115697.

G-16. Mar. 1955. General fastening series. Appl. author: James Joseph Clarke. © 5Apr55; KK115690.

G-19. Apr. 1955. General fastening series. Appl. author: James Joseph Clarke. © 19Apr55; KK115691.

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P-3. Apr. 1955. Plumbing-heating-sprinkler series. Appl. author: James Joseph Clarke. © 27Apr55; KK115693.

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Electrical fastening series; Howard electric. Fastening Howarduct supports to concrete slab construction. Application bulletin. E-4. Sheet. Appl. author: Albert Masters. © 5Feb55; KK115318.

New, easy, sure way to drive into concrete and steel, Shure-Set, by the makers of Ramset. ES-102. Construction tool. Folder. Appl. author: James Joseph Clarke. © 8Mar56; KK114963.

Ramset fastening system, 15 times faster, for fastening into concrete or steel. 2f-Ram. 7 p. Appl. author: J. J. Clarke. © 4Nov55; KK115290.

Ramset fastening system Tru-Set fasteners, fastening charges, accessories. Poster. Appl. author: J. J. Clarke. © 5Feb55; KK115291.

Sales promotion order. Effective Apr. 1, 1955. Sheet. Appl. author: James Joseph Clarke. © 1Apr55; KK115728.

RAMSET FASTENING SYSTEM. ©

Souvenir advertising. Novelties. Folder. Appl. author: James Joseph Clarke. © 21May56; KK117025.

Strongest fastenation at Hollywood and Vine. Duo-Jobmaster. (In Construction methods & equipment, June 1956, p.200) Appl. author: Clay Herrick, Jr. © 10Jun56; KK117620.

User's prices. Effective Oct. 15, 1955. No.PL-105. Folder. Appl. author: Albert Masters. © 15Oct55; KK115039.

RAMSEY CORP. ©

Depend on the Ramco ring line for finest get up and go. Ramco piston rings: Double life 10-Up & 10-Up H; RTC; Duomatic C-9. (In Motor age, Mar. 1956, p.3 of cover) Appl. author: Van Auken, Ragland & Stevens. © 5Mar56; KK115386.

New family of engines or older engines: Side sealing is important to both. Ramco piston rings. (In Motor age, Jan. 1956, p.3 of cover) Appl. author: Van Auken, Ragland & Stevens. © 5Jan56; KK113905.

The Ramco jobber displaying this sign is a good man to know. Piston rings. (In Motor age, Apr. 1956, p.3 of cover) Appl. author: Van Auken, Ragland & Stevens. © 5Apr56; KK116475.

S--a--y-- Ramco piston rings. 10-Up & C-9 sets. (In Motor age, Feb. 1956, p.3 of cover) Appl. author: Van Auken, Ragland & Stevens. © 5Feb56; KK115385.

S-a-y Ramco piston rings for finest get up and go. Double life 10-Up; Duomatic C-9. (In Motor age, May 1956, p.3 of cover) Appl. author: Van Auken, Ragland & Stevens. © 5May56; KK117055.

RATNER, WALTER d.b.a. M-O-LENE. SEE M-O-Lene.

RAYMAR DISTRIBUTORS a.k.a. RADCO. SEE Radco.

RAY-O-VAC CO. ©

Gift-giving time is Ray-O-Vac flashlight time. (In Field & stream, Dec. 1955, p.33) Appl. author: A. M. Anderson. © 24Nov55; KK115007.

Hunting time is Ray-O-Vac flashlight time. (In Farm journal, Oct. 1955, p.58) Appl. author: A. M. Anderson. © 24Sep55; KK115006.

Indoor time is Ray-O-Vac flashlight time. (In Farm journal, Feb. 1956, p.82) Appl. author: A. M. Anderson. © 24Jan56; KK115005.

Springtime is Ray-O-Vac flashlight time. (In The Saturday evening post, May 12, 1956, p.129) Appl. author: A. M. Anderson. © 12May56; KK116586.

This Ray-O-Vac ad appears Nov. 24. Gift-giving time is Ray-O-Vac flashlight time. Be sure you're ready to profit from Ray-O-Vac's catalog ads ... (In Electrical merchandising, Nov. 1955, p.170-172) Appl. author: A. M. Anderson. © 1Nov55; KK115001.

Trustworthy; Ray-O-Vac flashlights & batteries. (In Handbook for boys, Jan. 6, 1956, p.544) Appl. author: A. M. Anderson. © 6Jan56; KK115003.

Which best sellers will you have on display? Now, your customers get catalog ads. Flashlights & flashlight batteries. (In Electrical merchandising, Sept. 1955, p.48-50) Appl. author: A. M. Anderson. © 1Sep55; KK115002.

Wintertime is Ray-O-Vac flashlight time. (In Farm journal, Nov. 1955) Appl. author: A. M. Anderson. © 24Oct55; KK115004.

REBORA, STEPHEN F. ©

Wren haven. Bird house. Label. © 18Mar55; KK113952.

REED, ANITA M. & ROY L. BROWN d.b.a. ROY L. BROWN & ASSOCIATES. SEE Brown (Roy L.) & Associates.

REGAL. ©

Feels like a million lire, looks like a million lire, costs only 8100 lire. Men's shoes. (In The Miami herald, Feb. 13, 1956, p.16-A) Appl. author: Doyle Dane Bernbach, Inc. © 13Feb56; KK114664.

Feels like a million lire, looks like a million lire, costs only 9300 lire (or $14.95 American) Shoes. (In The New York times, May 1, 1956, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 1May56; KK116691.

Just arrived from Italy, the newest silk continentals, for only $14.95. Shoes. (In The New York times, May 22, 1956, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 22May56; KK116950.

When we say it's flexible, we mean like this. Shoes. (In Baltimore evening sun, Apr. 20, 1956, p.28) Appl. author: Doyle Dane Bernbach, Inc. © 20Apr56; KK116692.

REINER, JAN. ©

House plans designed for VA-FHA approval, 1956. Realistic Homes. 56 p. © 15Feb56; KK114932.

RELIABLE PACKING CO. ©

Thompson Farms brand, high protein, hickory smoked bacon. Net weight one pound. Label. Appl. author: Jack G. Jackson. © 20Dec55; KK115341.

REMBRANDT LAMP CORP. ©

First edition lamps, designed by John Van Koert. Label. © 9Jan56; KK113239.

REMLAP CARDS. ©

D. Alfred Palmer & Co.; printing & advertising. (Folding advertising card) Appl. author: Dale Alfred Palmer, Jr. © 25Jan56; KK113956.

REO DIVISION, MOTOR WHEEL CORP. SEE Motor Wheel Corp.

REPUBLIC MOLDING CORP. ©

Housewares stylists agree, turquoise is the color to feature. Housewares buyers agree, Republic is the brand to feature. Polly-Flex housewares. Sheet. Appl. author: Pattison-Lundal. © 10Apr56; KK117125.

Polly Flex, the greatest name in plastics. Drainboard trays made of flexible Polyethylene. Sheet. Appl. author: Pattison-Lundal. © 20Jan56; KK113733.

Polly Flex, the greatest name in plastics. Large rectangular wastebasket. Sheet. Appl. author: Pattison-Lundal. © 20Jan56; KK113731.

Polly Flex, the greatest name in plastics. Sink mat made of flexible polyethylene. Label. Appl. author: Pattison-Lundal. © 21Jan56; KK114161.

Polly Flex, the greatest name in plastics. The General, 11 gallons, refuse pail. A pail for general use anywhere in the house. Sheet. Appl. author: Pattison-Lundal. © 20Jan56; KK114160.

Polly Flex, the greatest name in plastics. The General, 11 gallons, refuse pail made of flexible polyethylene. So easy to keep clean ... Label. Appl. author: Pattison-Lundal. © 28Jan56; KK114162.

Polly Flex, the greatest name in plastics. Wastebasket, beautifully styled, with filigree panels. Label. Appl. author: Pattison-Lundal. © 21Jan56; KK114163.

Put your department in the picture with hundreds of leading stores ... Polly Flex & Freezette plastic housewares. Folder. Appl. author: Pattison-Lundal. © 6Jan56; KK113734.

Sensational Polly-Flex and Freezette consumer promotion announced by Republic for 1956. Food containers. Mail folder. Appl. author: Pattison-Lundal. © 26Jan56; KK113732.

RESEARCH-COTTRELL, INC. ©

Iron cupola gas cleaning with Research-Cottrell precipitators. Bulletin IC. Folder. Appl. author: William A. Cather, III. © 29Mar56; KK115571.

RESTONIC CORP. ©

More comfortable, more durable, Restonic Firestone Foamex Triple Cushion mattress. More loam latex means firmer center cushion. (In House beautiful, Apr. 1956, p.43) Appl. author: Theron W. Blakeslee. © 15Mar56; KK115035.

More comfortable, more durable, Restonic Triple Cushion, the modern mattress. Firmer center cushion performs back magic. (In House & garden, Mar. 1956, p.19) Appl. author: Theron W. Blakeslee. © 15Feb56; KK115036.

REVCO, INC. ©

I grow the best, my wife and Revco do the rest. Revco food freezers. (In Farm journal, Sept. 1954, p.93) Appl. author: Henry Hohman. © 21Aug54; KK113854.

Revco Bilt-Ins, trend-setting, refrigerator and freezer. Folder. Appl. author: Fuller & Smith & Ross, Inc. © 1Dec55; KK113370.

Revco, trend-setting, Bilt-In refrigerator and freezer build new charm, new convenience into your kitchen. Folder. Appl. author: Fuller & Smith & Ross, Inc. © 1Dec55; KK113123.

Smart gal, my Millie. She and Revco solved our family food problems with Revcold Freezing Action. Revco food freezers. (In Good housekeeping, Aug. 1954, p.123) Appl. author: Henry Hohman. © 20Jul54; KK113439.

Trend setting kitchens featuring Revco Bilt-Ins. Refrigerator & freezer. 14 p. Appl. author: Fuller & Smith & Ross, Inc. © 1Jan56; KK113617.

REVLON, INC. ©

Fabulous advertising, new display, pretty profit picture for you on Revlon Touch-and-Glow. Liquid make-up. (In American hairdresser & beauty culture, Mar. 1956, p.12-13) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Feb56; KK117161.

Fabulous lasting pin-curls make Satin-Set a girl's best friend. Hair spray. (In McCall's, Mar. 1956, p.8-9) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Feb56; KK117163.

The loveliest glow of all is yours with this new liquid make-up, Revlon Touch-and-Glow. (In Ladies' home journal, Mar. 1956, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Feb56; KK117162.

My face never felt so clean. My skin never looked so clear. Revlon Clean and Clear, the deep, deep cleansing liquid. (In Life, Mar. 19, 1956, p.10) Appl. author: C. J. La Roche & Co. © 19Mar56; KK115208.

New $64,000 winner comes to the food stores, Revlon Clean and Clear, sensational new deep, deep cleansing liquid. (In Super market merchandising, Apr. 1956, p.106-107) Appl. author: C. J. La Roche & Co. © 2Apr56; KK116033.

Night and day, this is the one. Revlon Love-Pat, compact makeup with Lanolite. (In McCall's, Feb. 1956, p.4 of cover) Appl. author: C. J. La Roche & Co. © 19Jan56; KK113722.

Take 3 minutes a day to take years off your looks. Revlon Moon Drops. Cosmetic. (In Good housekeeping, Feb. 1956, p.7) Appl. author: C. J. La Roche & Co. © 19Jan56; KK113430.

REVLON PRODUCTS CORP. ©

Revlon invites you to see the first really new lipstick idea in 27 years. Futurama, the luxury case ... designed for Revlon by Van Cleef & Arpels. (In Fortune, Dec. 1955, p.42-43) Appl. author: Norman, Craig & Kummel, Inc. © 29Nov55; KK114208.

REYA, ADELE. ©

Facelixir, complexion soap. Label. © 22Mar56; KK115163.

REYNOLDS, E. J. ©

Metalock Casting Repair Company. Sheet. © 15Feb56; KK114093.

REYNOLDS BROS., INC. ©

Reynolds. (Commercial print for use on paper, bags, wrapping, boxes, etc.) © 26Jan56; KK116255.

REYNOLDS MANUFACTURING CO. ©

Award winners prefer Reyco brake drums. D-156. (In Bus transportation, Jan. 1956, p.2 of cover) Appl. author: Ralph Aquilla Nelms. © 10Jan56; KK114029.

The number one answer to every brake drum problem, Reyco engineering. Reyco brake drums. D-256. (In Bus transportation, Mar. 1956, p.2 of cover) Appl. author: Ralph Aquilla Nelms. © 10Mar56; KK115211.

Presenting the latest advancement in suspension engineering and design, the new 21 Challenger series Reyco tandems. T-156. (In The Petroleum transporter, Jan.-Feb. 1956, p.49) Appl. author: Ralph Aquilla Nelms. © 15Jan56; KK114030.

Reyco Long-Boy tandem. Trailer suspension. Bulletin T-230. Mar. 1956. Folder. © 21Apr56; KK116606.

Reyco tandems, complete suspension coverage. The new 21 Challenger series. (In Motor transportation, Mar. 1956, p.39) Appl. author: Ralph Aquilla Nelms. © 10Mar56 (in notice: 1955); KK115628.

Safety, service, savings, Reyco engineered brake drums. D-356. (In Bus transportation, May 1956, p.2 of cover) Appl. author: Ralph Aquilla Nelms. © 10May56; KK116751.

REYNOLDS METALS CO. ©

Aluminum foil packaging as a moisture vapor barrier. Report no.2. (In Package engineering, Mar. 1956, p.1) Appl. author: Buchanan & Co., Inc. © 1Mar56; KK114759.

Ever stop to think, you live more and more out of packages. Reynolds Wrap, aluminum packaging. (In McCall's, May 1956, p.103) Appl. author: Buchanan & Co., Inc. © 19Apr56; KK116200.

The finest products made with aluminum are made with Reynolds aluminum. Label. Appl. author: Clinton E. Frank, Inc. © 15Jan56; KK115283.

How to build a Reynolds 16' X 21' pole tobacco barn with Reynolds Lifetime aluminum roofing & siding. F1-18. Folder. Appl. author: Alvin Colbert Kintner. © 15Mar55; KK114175.

How to build a Reynolds 16' X 21' tobacco barn with Reynolds Lifetime aluminum roofing & siding. F1-17. Folder. Appl. author: Alvin Colbert Kintner. © 15Mar55; KK114174.

How to build a sow separate individual 6' X 8' farrowing house with Reynolds Lifetime aluminum roofing & siding. F1-20. Folder. Appl. author: Alvin Colbert Kintner. © 13Sep55; KK114176.

Make Christmas all it's cut out to be. Aluminum foil. (In McCall's, Dec. 1955, p.22) Appl. author: Buchanan & Co., Inc. © 22Nov55; KK114760.

Now the royal service is Reynolds aluminum. Reynolds Wrap. (In Newsweek, June 18, 1956, p.66-67) Appl. author: Buchanan & Co., Inc. © 18Jun56; KK117389.

Now, the world's greatest insulations made even greater with Triple Plus of Reynolds aluminum foil. (In Better homes & gardens, May 1956, p.226-227) Appl. author: Buchanan & Co., Inc. © 19Apr56; KK115919.

Reynolds Wrap, pure aluminum foil, helps your Lenten cooking in so many ways, including, the better way to bake fish. (In Reader's digest, U. S. ed., Mar. 1956, p.15) Appl. author: Buchanan & Co., Inc. © 25Feb56; KK115562.

REYNOLDS WATER CONDITIONING CO. ©

Reynolds automatic water softener. Folder. Appl. author: Earl C. Reynolds. © 21Mar56; KK115324.

RHODES OF SEATTLE. ©

Me, Joe Gardener, sprouting a green thumb. Liquinox, liquid fertilizer. (In The Seattle times, v.79, no.99, p.75) © 8Apr56; KK115741.

RICHARD (ANDRE L.) CO., INC. ©

New sachet spray, Lavender Mist. Net weight six ounces. Label. © 9Mar56; KK115429.

RID CORP. ©

It's new, it's fast, Rid hair remover. © 1May56; KK116497.

RIGGS & LOMBARD, INC. ©

You get totally new fabric effects plus shrinkproofing with the unique Riggs & Lombard compacting machine. (In Textile age, Apr. 1956, p.19) Appl. author: George T. Metcalf Co. © 1Apr56; KK116143.

RINALDI, RAYMOND A., proprietor, DONRAY PRODUCTS. SEE Donray Products.

RITTER.

Quick tricks with Ritter chili sauce relish, the relish that can't-be-copied. Top bridge score; the kids call this c-o-o-l. (In Family circle, July 1954) Appl. author: Lamb & Keen, Inc. © P. J. Ritter Co. d.b.a. Ritter; 1Jul54; KK115287.

RITTER (P. J.) CO. d.b.a. RITTER. SEE Ritter.

RIVER BRAND RICE MILLS, INC. ©

Easy does it, perfect rice in only 14 minutes. River brand; Carolina brand. (In Look, Feb. 22, 1955, p.97) Appl. author: Donahue & Coe, Inc. © 22Feb55; KK116877.

So good, so easy, so thrifty, perfect rice in only 14 minutes. River brand; Carolina brand. (In Look, Mar. 22, 1955, p.95) Appl. author: Donahue & Coe, Inc. © 22Mar55; KK116878.

ROBBIN PRODUCTS. ©

Half off, while they last, Lady Anne, new deluxe, all-metal, bin hamper. Ad mat no.184. Sheet. Appl. author: Meyer Robbin. © 13Feb56; KK115654.

Honeymoon special ... Carat diamond ensembles. Ad mat no.1640. Sheet. Appl. author: Meyer Robbin. © 16Jun55; KK113317.

Phone today ... 29 diamond wedding ring with 3 rows of diamonds. Ad mat no.1601. Sheet. Appl. author: Meyer Robbin. © 21Sep55; KK113315.

Phone your order today ... Badminton set. Ad mat no.729. Sheet. Appl. author: Meyer Robbin. © 1Mar56; KK115662.

Phone your order today ... Blazing pit barbecue-rotisserie. Ad mat no.788. Sheet. Appl. author: Meyer Robbin. © 27Jan56; KK115665.

Phone your order today ... Camera & gadget bag included with any diamond selected. (Carat diamond ring with camera) Ad mat no.1641. Sheet. Appl. author: Meyer Robbin. © 21Sep55; KK113318.

Phone your order today ... Electric toast 'n broil. Ad mat no.287. Sheet. Appl. author: Meyer Robbin. © 17Jan56; KK115655.

Phone your order today ... 51 diamond Queen of Hearts ensemble. Ad mat no.1602. Sheet. Appl. author: Meyer Robbin. © 21Sep55; KK113316.

Phone your order today ... 14 piece roll-up shuffleboard portable set for four players. Ad mat no.787. Sheet. Appl. author: Meyer Robbin. © 27Jan56; KK115668.

Phone your order today ... Free men's 2-suiter ... to introduce this 17 jewel Ruff & Tuff watch. Ad mat no.684. Sheet. Appl. author: Meyer Robbin. © 13Feb56; KK115660.

Phone your order today ... Oversize, rigid side pools. (Wading pool with shower) Ad mat no.792. Sheet. Appl. author: Meyer Robbin. © 27Jan56; KK115667.

Phone your order today ... Pepperell Dundee sheets and towel ensemble. Ad mat no.534. Sheet. Appl. author: Meyer Robbin. © 24Jan56; KK115659.

Phone your order today ... Stainlessware; lifetime service tableware ... in 54 piece ensemble. Ad mat no.429. Sheet. Appl. author: Meyer Robbin. © 13Feb56; KK115658.

Phone your order today ... 2 complete spin casting & still water fishing sets. (Two-in-One spin fishing outfit) Ad mat no.790. Sheet. Appl. author: Meyer Robbin. © 20Feb56; KK115666.

Phone your order today ... V-8 Domeliner luggage. (Four piece luggage set with initials) Ad mat no.765. Sheet. Appl. author: Meyer Robbin. © 24Jan56; KK115663.

Priced to get 1,000 customers. Portable cooler chest. Ad mat no.786. Sheet. Appl. author: Meyer Robbin. © 13Feb56; KK115664.

Scoop, both for one price. Electresteel servacart & all steel stool. Ad mat no.158. Sheet. Appl. author: Meyer Robbin. © 13Feb56; KK115653.

10 day trial. 24 hour Minuteman waterless cookware set. Free, electric toast n' broil. Ad mat no.319. Sheet. Appl. author: Meyer Robbin. © 13Feb56; KK115657.

To get 1000 new customers, price slashed ... Whirl-A-Jet, portable all-steel electric air circulator fan. Ad mat no.288. Sheet. Appl. author: Meyer Robbin. © 13Feb56; KK115656.

To get 1,000 watch customers, we give you this ... fishing outfit. 17 jewel Ruff & Tuff watch. Ad mat no.685. Sheet. Appl. author: Meyer Robbin. © 27Jan56; KK115661.

ROBERTSON, EDITH K.

This is an original north woods nature plaque. Label. © Edith K. Robertson & Edward N. Robertson; 13Feb56; KK113984.

ROBERTSON, EDWARD N. SEE Robertson, Edith K.

ROCHESTER MANUFACTURING CO., INC. ©

Rugged. Pressure switches & LP-gas gauges. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 1Jun56; KK117277.

ROCK OF AGES.

Family love can never perish ... Monuments. (In The Saturday evening post, Feb. 18, 1956, p.106) © Rock of Ages Corp.; 14Feb56; KK114192.

How to buy your family monument or marker on our exclusive Insured Time Payment Plan. Folder. © Rock of Ages Corp.; 15May56; KK117023.

In the memories of yesteryear are the peace and strength we need to face tomorrow. Monuments. (In The Saturday evening post, Apr. 14, 1956, p.124) © Rock of Ages Corp.; 10Apr56; KK116273.

ROCKWELL ADVERTISING, INC. ©

Plant the Christmas spirit. Seedling Christmas tree. Folder. Appl. author: Robert Kenneth Rockwell. © 20Dec55; KK113335.

ROCKWELL SPRING & AXLE CO.

All fields are flat to combines equipped with this new self-leveling driving axle. (In Agricultural engineering, Apr. 1956, p.224) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Apr56; KK117271.

Announcing the new TDA TK-500 series trailer axles, increases trailer payload 128 to 256 lbs. (In Detroit supercharger) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Apr56; KK117329.

Announcing the new TDA, TK-500 series trailer axles, increases trailer payload 128 to 256 lbs. (In Fleet owner, Jan. 1956, p.156-157) Appl. author: George Drake. © Timken Detroit Axle Division, Rockwell Spring & Axle Co.; 1Jan56 (in notice: 1955); KK113698.

Because it's lighter, the new TDA lightweight tandem gives you more payload here, this means 8,500 extra ton-miles payload a year. (In Fleet owner, Mar. 1956, p.140-141) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Mar56; KK117410.

If it moves, we can stop it. TDA brakes for every industrial application ... FSH - Floating Shoe Hydraulic brake. (In Flow, Apr. 1956, p.56) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1Apr56; KK117138.

The inside story of a revolutionary new axle. TDA's new TK-500 series trailer axle. (In Transport topics, Apr. 16, 1956, p.56) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Apr56; KK115801.

Maybe you could make this drive yourself, but would it pay? (In Agricultural engineering, June 1956, p.384) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Jun56; KK117705.

New lightweight TDA trailer axle assembly increases trailer payload 128 to 256 lbs. (In The Lumberman, Dec. 1955, p.16-17) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Dec55; KK115886.

New TDA lightweight highway tandem gives 7,500 extra ton-miles payload a year. Freighters. (In Fleet owner, Jan. 1956, p.22-23) Appl. author: George Drake. © Timken-Detroit Axle Co., a division of Rockwell Spring & Axle Co.; 1Jan56; KK113338.

9 out of 10 motor buses roll on Timken Detroit axles - are stopped by Timken brakes. (In Bus transportation, Mar. 1956, p.78-79) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Mar56; KK117146.

Now a new TDA lightweight tandem that features unequaled parts interchange-ability. (In Transportation supply news, Feb. 1956, p.10-11) Appl. author: George Drake. © Timken Detroit Axle Division, Rockwell Spring & Axle Co., 1Feb56; KK114147.

Ordnance is our business. (In Ordnance, Mar.-Apr. 1956, p.754-755) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Mar56; KK114478.

TDA brakes, if it moves, we can stop it. For every industrial application where heavy duty braking is required, FSH Floating Shoe hydraulic brake, designed for close control with heavy loads. (In Contractors & engineers) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1May56; KK116893.

TDA brakes, if it moves, we can stop it. (In Fleet owner, Jan. 1956, p.127) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1Jan56; KK116466.

TDA brakes, if it moves, we can stop it. New DM brake. (In Automotive industries, Apr. 1, 1956, p.118) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1Apr56; KK115489.

TDA brakes, if it moves, we can stop it. New TW brake, an economical new air brake ... (In Fleet owner, May 1956, p.219) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1May56; KK117411.

TDA brakes, if it moves, we can stop it. P series power brakes designed for heavy-duty service. (In Fleet owner, Feb. 1956, p.43) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1Feb56; KK114357.

TDA brakes; if it moves, we can stop it, better control for the heavyweights. New Timken-Detroit heavy-duty P series ... (In Contractors & engineers, Apr. 1956, p.163) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1Apr56; KK115521.

TDA brakes, if it rotates, we can control it. New Timken-Detroit heavy-duty P series power brakes. (In Design news) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 15Apr56; KK117388.

TDA brakes, if it rotates, we can control it. P series power brakes ... (In Product engineering, Feb. 1956, p.347) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1Feb56; KK116495.

TDA brakes where you have equipment to control or stop, the versatile new DLM brake, by Timken-Detroit can offer remarkable help. (In Product engineering, Mar. 1956, p.325) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1Mar56; KK115060.

TDA offers, the two most vital components for any piece of farm equipment, facilities and experience. (In Agricultural engineering, Feb. 1956, p.82) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1Feb56; KK113898.

Tailored power comes to trucking with TDA 2-speed axles. (In The Lumberman, Dec. 1955, p.70-71) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Dec55; KK115887.

36,000 extra ton-miles a year per combination with new, lighter, TDA driving tandem and trailer axles. (In Fleet owner, May 1956, p.30-31) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1May56; KK117409.

36,000 extra-ton-miles a year per combination with new, lighter TDA trailer and tandem-drive axles. (In Detroit supercharger, May 1956, p.6) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1May56; KK116514.

Trouble-free service for buses. Timken-Detroit axles. (In Bus transportation, Jan. 1956, p.80-81) Appl. author: George Drake. © Timken-Detroit Axle Co., division of Rockwell Spring & Axle Co.; 1Jan56; KK113616.

ROGERCREST GARDENS. ©

Zoysia Meyer Z-52 defeats crabgrass, weeds and drouth. Joy-se-a. Grass turf. Appl. author: Frank Verne Twist. © 26Mar56; KK115493.

ROGERS MANUFACTURING CO. ©

Dog bone bits, genuine bone. Label. © 24Feb56; KK114832.

Jumbo dog bone, genuine bone. Label. © 24Feb56; KK114834.

Lenox bodkin (tape needle) genuine bone, ribbon leaders, for all types of threading and candlewick work. Label. © 24Feb56; KK114909.

Lenox Stiletto (AWL) genuine bone, for piercing small, round holes in fabrics, leather or plastic. Label. © 24Feb56; KK114908.

Puppy-dog bone, genuine bone. Label. © 24Feb56; KK114833.

ROMAN MEAL CO. ©

Roman Meal cereal cooks in 5 minutes. Smoky Bear T-shirt ad. Net contents 1 pound 12 ounces. Label. © 3Jan56; KK113117.

Tip Top, genuine Roman Meal, bread. Net weight 1 lb. Label. © 29May56; KK117004.

ROMAN PRODUCTS CORP. ©

Roman 8 picolo pizza; quick frozen. Net wt. 6 ozs. Label. Appl. author: Norman Tjohn. © 30Jan56; KK114396.

RONSON ART METAL WORKS, INC. ©

How to give like a queen. Ronson Minerva. Cigarette lighters. (In The New Yorker, Feb. 13, 1954, p.3) Appl. author: Norman, Craig & Kummel, Inc. © 11Feb54; KK115705.

RONSON CORP. ©

Actual case histories show how Ronson incentives help your business. Lighters & shavers. (In Premium practice, Jan. 1956, p.31) Appl. author: Norman, Craig & Kummel, Inc. © 1Jan56; KK114213.

Another Ronson first. New, easy-to-use swivel base makes Ronson the world's fastest-filling lighter. (In Look, Mar. 20, 1956, p.48) Appl. author: Norman, Craig & Kummel, Inc. © 23Feb56; KK115340.

Here's the selection that doubled Ronson sales for Major Jones. Lighters & shavers. (In Post exchange, Jan. 1956, p.21) Appl. author: Norman, Craig & Kummel, Inc. © 1Jan56; KK114214.

New, Ronson announces prestige business gifts from $3.95 to $200. Cigarette lighters & electric shavers. (In Wall Street journal, Feb. 14, 1956, p.16) Appl. author: Norman, Craig & Kummel, Inc. © 14Feb56; KK117219.

New, Ronson fire-starter fuel. (In Sunset, Mar. 1956) Appl. author: Norman, Craig & Kummel. © 25Feb56; KK117470.

Ronson announces, new, electric shaver with amazing flexible head. (In The Saturday evening post, Mar. 5, 1955, p.84) Appl. author: Norman, Craig & Kummel, Inc. © 1Mar55; KK115239.

Ronson solves the case of the lady pickpocket. Capri. Cigarette lighter. (In The New Yorker, Apr. 30, 1955, p.13) Appl. author: Norman, Craig & Kummel, Inc. © 28Apr55; KK115333.

ROTHMAN, HARRY. ©

Wanted: One Stradivarius. Wearing apparel. (In The New York times) © 28Feb56; KK114477.

We're making history by chopping, too. Wearing apparel. (In The New York times) © 21Feb56; KK115866.

ROUX LABORATORIES, INC. ©

Directions for use, Roux creme hair lightener. Folder. Appl. author: George Kremer, Jr. © 28May56; KK117507.

Directions for use, Roux dye solvent. Hair product. Folder. Appl. author: George Kremer, Jr. © 5Jun56; KK117509.

Directions for use, Roux hair crayon. Folder. Appl. author: George Kremer, Jr. © 7May56; KK117185.

Directions for use, Roux Sil-Ver-Wyte. Hair products. Folder. Appl. author: George Kremer, Jr. © 8Jun56; KK117506.

How to use Roux professional dye solvent. Folder. Appl. author: George Kremer, Jr. © 8Mar56; KK117184.

How to use Roux professional rinse. Folder. Appl. author: George Kremer, Jr. © 8Jun56; KK117508.

How to use Roux professional Sil-Ver-Wyte. Hair rinse. Folder. Appl. author: George Kremer, Jr. © 16Feb56; KK114382.

ROX PRODUCTS CO.

At last, guaranteed protection against water leakage and extra profits for you. Rox masonry paint. (In New England hardware, Feb. 1956, p.26) Appl. author: Clark & Bobertz, Inc. © Henry W. Cairns d.b.a. Rox Products Co.; 1Feb56; KK114594.

At last, guaranteed protection against water leakage with Rox. Masonry paint. Folder. Appl. author: Clark & Bobertz, Inc. © Henry W. Cairns d.b.a. Rox Products Co.; 7Mar56; KK114794.

At last, make floors, patios, driveways and walks look different, use Rox. Masonry paint. (In Living for young homemakers, Mar. 1956, p.141) Appl. author: Clark & Bobertz, Inc. © Henry W. Cairns d.b.a. Rox Products Co.; 1Mar56; KK114593.

At last, make floors, patios, driveways and walks look different, use Rox. Masonry paint. (In Popular science magazine, Mar. 1956, p.289) Appl. author: Clark & Bobertz, Inc. © Henry W. Cairns d.b.a. Rox Products Co.; 1Mar56; KK114793.

Rox masonry paint color card. Rev. Folder. © Henry W. Cairns d.b.a. Rox Products Co.; 11Nov55; KK113930.

This card from you will be the nicest thing in our mail tomorrow. Form 1015. Rox masonry paint. Appl. author: Clark & Bobertz, Inc. © Henry W. Cairns d.b.a. Rox Products Co.; 22Feb56; KK114592.

ROXBURY CARPET CO. ©

Roxbury makes news. (In Floor covering profits, June 1956, p.6-7) © 15Jun56; KK117704.

ROYAL PHOTO SERVICE. ©

Royal prints. Mail folder. Appl. author: Thaddeus B. Bruno. © 1Feb56; KK114143.

RUBERTITE LABORATORIES.

Imac-Q-Late, all purpose cleanser. Label. © David Honoroff t.a. Rubertite Laboratories & Rubertite Roofing Products; 10Mar56; KK116496.

RUBERTITE ROOFING PRODUCTS. SEE Rubertite Laboratories.

RUPERT FISH CO., INC. ©

Fish Fax, by Rupert. 20 p. Appl. author: Willis Reginald Golden. © 29Mar56; KK116783.

RUPPERT, JACOB. ©
Look what you built in Hartford. Ruppert Knickerbocker beer. (In The Hartford courant, Dec. 8, 1955, p.13) Appl. author: Biow-Beirn-Toigo, Inc. © 8Dec55; KK113292.

RUSCO.
Now, Rusco windows and doors in baked-enamel white. (In Better homes & gardens, Mar. 1956, p.12) Appl. author: Richard E. Fry. © F. C. Russell Co. d.b.a. Rusco; 20Feb56 (in notice: 1955); KK114460.

RUSSELL DUNCAN & SONS. SEE Duncan (Russell) & Sons.

RUSSELL-MILLER MILLING CO. ©
Better baked by your baker. Poster. © 11Jan56; KK114699.

S

S. & S. CONFECTIONS, INC. ©
Eddyleon cookie treat, select tea biscuit, jelly sandwiches with decorettes. Net wt. 6 oz. Sheet. Appl. author: Ben Smith. © 11May56; KK116568.

SKF INDUSTRIES, INC. ©
Today and tomorrow, the envy of the world. SKF 7605, OST 1680. SKF ball & roller bearings. (In Business week, Dec. 17, 1955, p.78) Appl. author: Robert G. Moore. © 17Dec55; KK113580.

S. O. S. CO. ©
Ride with the whitest white-walls in town. S. O. S. magic scouring pads. (In Life, Apr. 25, 1955, p.167) Appl. author: McCann-Erickson, Inc. © 25Apr55; KK117143.

A tip to golfers from Sam Snead: You've got to have clean clubs to hit clean shots. S. O. S. magic scouring pads cleans and shines aluminum. (In Life, July 18, 1955, p.18) Appl. author: McCann-Erickson, Inc. © 18Jul55; KK116890.

SAALFIELD PUB. CO. ©
Animal lotto, a game for 2 to 6 players. 6064. Label. © 19May55; KK114419.

Anne, Judy, Carol, darling dolls ... 6181. Label. © 20May55; KK114425.

Catch Billy Whiskers. 3105. Game. Label. © 19Jul55; KK114423.

Complete happy birthday party box. 6066. Label. © 18May55; KK114424.

Go home, puppy. 3104. Game. Label. © 19Jul55; KK114422.

Little treasure box; 12 books and crayons. 5064. Label. © 16Jun55; KK114421.

Paper dolls with lace-on costumes. 6068. Label. © 15Jun55; KK114417.

Plastic animal stand-ups, toys and stencils. 6065. Label. © 7Jun55; KK114418.

Play chest, a treasury of play books. 6067. Label. © 17Aug55; KK114416.

Super game box. 6063. Label. © 5May55; KK114420.

Uranium, by Howard Boughner. 3106. Game. Label. © 19Jul55; KK114415.

SAFETY ENGINEERING. SEE A Hit Production.

SAHADI (A.) & CO., INC. ©
Tahini, the ground hulled sesame seeds. Food. 15 p. © 16Feb56; KK115351.

ST. LOUIS LABORATORIES. ©
The heart of fine flavor, Culturoma. The cultured milk concentrate. Label. Appl. author: Roland E. Sturhahn. © 12Apr56; KK115636.

ST. LOUIS PRODUCTS CO.
Tail fins. Auto accessory. Catalog sheet. Appl. author: William Lester Hutchins. © St. Louis Products Co., Inc.; 1Jan56; KK113837.

SALERNO-MEGOWEN BISCUIT CO. ©
Salerno chocolate chip cookies with pecans and cashews. Net weight 9 ozs. Label. Appl. author: B. R. Cox. © 8Feb56; KK113851.

Salerno cookie fantasies. Net weight 10 ounces. Label. Appl. author: Arno Juntunen. © 21Feb56; KK114348.

Salerno double chocolate, a chocolate fudge sandwich cookie. One pound net weight. Label. Appl. author: Brad Haywood. © 23Feb56; KK115486.

SAMANN, JULIUS. ©
Milak air freshener parade. Display card. © 6Feb56; KK114889.

SANDPIPER PRESS.
From Rodgers and Hammerstein's Oklahoma, The Surrey with the fringe on top. SEE Simon & Schuster, Inc.

Get well, a Little Golden record greeting. SEE Simon & Schuster, Inc.

Happy birthday, a Little Golden record greeting. SEE Simon & Schuster, Inc.

My heart goes piddily, patter, patter and The Yellow rose of Texas. SEE Simon & Schuster, Inc.

SANIT LABORATORIES. ©
New, Sanit. Sanitex floor and wall liquid detergent. Contents one pint. Appl. author: G. C. Gavanes. © 15Jun56; KK117567.

New, Sanit, streak-proof, car wash. Contents one pint. Label. © 5Mar56; KK115880.

SAV-A-BOND STAMP CO.
Sav-A-Bond. 25¢ cash value. Trading stamps. Label. Appl. authors: James W. McRoberts & others. © First Sav-A-Bond Stamp Co. d.b.a. Sav-A-Bond Stamp Co.; 25Jan56; KK115058.

SAVANNAH SUGAR REFINING CORP. ©
Dixie Crystals, sugar tablets. 1 lb. net. Label. © 30Jan56; KK113996.

SAVINGS & LOAN FOUNDATION, INC. ©
If you're saving for a comfortable future, where you save does make a difference. (In U. S. news & world report, Mar. 2, 1956) Appl. author: McCann Erickson, Inc. © 2Mar56; KK115345.

If you're saving for a home, where you save does make a difference. (In U. S. news & world report, Jan. 6, 1956, p.31) Appl. author: McCann Erickson, Inc. © 6Jan56; KK113356.

If you're saving for their college education, where you save does make a difference. (In U. S. news & world report, Feb. 3, 1956, p.132) Appl. author: McCann Erickson, Inc. © 3Feb56; KK114840.

If you're saving for your family's future, where you save does make a difference. (In U. S. news & world report, May 4, 1956) Appl. author: McCann Erickson, Inc. © 4May56; KK117280.

What gift grows bigger and better every day? Appl. author: McCann Erickson, Inc. © 5Dec55; KK113254.

SAWYER BISCUIT CO. a division of UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.

SCAGLIA.
Night Blooming Cereus cologne and perfume. Folder. © Scaglia's, a firm composed of Philip M. Scaglia & Paul Scaglia; 1May56; KK116816.

SCAGLIA, PAUL & PHILIP M. SCAGLIA composing the firm SCAGLIA. SEE Scaglia.

SCAGLIA, PHILIP M. & PAUL SCAGLIA composing the firm SCAGLIA. SEE Scaglia.

SCARI, VINCENT t.a. STARBOUND. SEE Starbound.

SCENIC PHOTO MURALS, INC. ©
Bring added beauty to your home with colorful murals, by Scenic Photo Murals, Inc. (Scenic photo murals) Folder. Appl. author: Joseph Troyan. © 25Mar56; KK117667.

SCHATTEL, JUANITA R., sole owner, SCHATTEL'S. SEE Schattel's.

SCHATTEL'S.
Sun Dodger. Hats and sun shades of all types. Label. © Schattel's, Juanita R. Schattel, owner, manager; 18May56; KK116825.

SCHENLEY DISTILLERS CO. ©
Actual photo of a Golden Age martini, elegantly different, delightfully dry. (In The New Yorker, Dec. 3, 1955, p.153) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Dec55; KK116369.

Canada's and America's most elegant gift whiskies, both by Schenley. Canadian Schenley O. F. C.; Schenley reserve. (In Ebony, Jan. 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Dec55; KK116367.

Elegantly different, delightfully dry. Actual photo of a Golden Age martini. (In The New Yorker, Dec. 3, 1955, p.153) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Dec55; KK116601.

11 ways to make your entertaining gleam with golden elegance. Schenley liquors. (In Gentry magazine, fall 1955) Appl. author: Batten, Barton, Durstine & Osborn. © 8Sep55; KK115891.

First time ever, imported Canadian in an elegant cocktail shaker. Canadian Schenley O. F. C. (In The Boston herald, Nov. 16, 1955, p.22) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Nov55; KK116365.

Frankly speaking, an editorial for the liquor industry by Sidney Frank ... (In The Server magazine, Sept. 12, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Sep55; KK117505.

Frankly speaking, an editorial for the liquor industry, by Sidney Frank. Changes for the best. (In Beverage retailer weekly, Oct. 3, 1955, p.3) Appl. author:

Batten, Barton, Durstine & Osborn, Inc. © 3Oct55; KK116366.

Frankly speaking, an editorial for the liquor industry, by Sidney Frank. Try something new. (In Liquor store, Sept. 1955, p.9) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Sep55; KK116368.

Here's elegance, Schenley reserve. (In Where magazine, Sept. 3, 1955, p.11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Sep55; KK116370.

Imported O. F. C. Canadian Schenley. (In The New Yorker, Mar. 3, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Mar56; KK117164.

New note in town and country living: The Golden Age of elegance, by Schenley. (In Gentry, fall 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Sep55; KK116663.

SCHENLEY INDUSTRIES, INC.

Report to Galesburg: Tempo beer wins by a landslide. Appl. author: Douglas E. Easterberg. © Blatz Brewing Co., a division of Schenley Industries, Inc.; 27Apr56; KK116214.

SCHENLEY INDUSTRIES, INC. d.b.a. CRESTA BLANCA WINE CO. SEE Cresta Blanca Wine Co.

SCHENLEY LABORATORIES, INC. ©

Admirable admiral, a brilliant naval strategist and tactician, Lord Nelson ... Diafen. 26955. Pharmaceuticals. Post card. © 1Feb56; KK114715.

The antihistamine with the smallest dosage, new Diafen. 26555. Pharmaceuticals. Post card. © 20Oct55; KK113095.

But doctor, by the time I finish with the shake well, I'm exhausted. MorCal. 30855. Pharmaceuticals. Post card. © 19Jan56 (in notice: 1955); KK113590.

But in your practice, underweight is no laughing matter ... MorCal. 30155. Pharmaceuticals. Post card. © 10Oct55; KK113088.

But in your practice, underweight is no laughing matter ... Morcal. 30355. Pharmaceuticals. Post card. © 7Nov55; KK113089.

But in your practice, underweight is no laughing matter ... MorCal. 30455. Pharmaceuticals. Post card. © 21Nov55; KK113090.

But in your practice, underweight is no laughing matter ... MorCal. 30655. Pharmaceuticals. Post card. © 19Dec55; KK113094.

But in your practice, underweight is no laughing matter ... MorCal. 31555. Pharmaceuticals. Post card. © 3May56; KK117029.

Deft debater, remembered today primarily for his debates with Lincoln ... Diafen. 26855. Pharmaceuticals. Post card. © 3Jan56 (in notice: 1955); KK113588.

Eminent engineer, one of America's greatest engineering geniuses ... Diafen. 24355. Pharmaceuticals. Post card. © 6Oct55; KK113598.

For safe, pleasant weight gain, Ediol, scientifically designed, new metabolic supplement for underweight children. Pharmaceuticals. Folder. © 31May56; KK117380.

Great general, though so short he barely met West Point's requirements ... Diafen. 24155. Pharmaceuticals. Post card. © 26Sep55; KK113596.

Have you anything that will take the place of 25 pounds? MorCal. 30755. Pharmaceuticals. Post card. © 3Jan56 (in notice: 1955); KK113591.

I'm always tired and run down. MorCal. 30555. Pharmaceuticals. Post card. © 5Dec55; KK113091.

I'm worried about the left rear. It's not holding up at all. MorCal. 31055. Pharmaceuticals. Post card. © 20Feb56; KK114713.

Impractical patent. According to the inventor, this curved or wavy oar was supposed to reduce friction ... Dorbane. 29855. Pharmaceuticals. Post card. © 14Aug55; KK113093.

Impractical patent, a humanitarian spirit doubtless motivated the creator ... Dorbane. 23255. Pharmaceuticals. Post card. © 27Dec55; KK114710.

Impractical patent, apparatus for turning leaves of sheet music ... Dorbane. 28755. Pharmaceuticals. Post card. © 3Oct55; KK113599.

Impractical patent, could be that the inventor was off his rocker. Dorbane. 23555. Pharmaceuticals. Post card. © 27Feb56; KK114716.

Impractical patent, hand-powered propeller for small boats ... Dorbane. 28955. Pharmaceuticals. Post card. © 16Jan56 (in notice: 1955); KK113589.

Impractical patent, here's a contraption to serve m'lady ... Dorbane. 23355. Pharmaceuticals. Post card. © 12Jan56 (in notice: 1955); KK113592.

Impractical patent, let the house catch fire ... Dorbane. 22855. Pharmaceuticals. Post card. © 16Sep55; KK113594.

Impractical patent, loaded down with such fancy accessories ... Dorbane. 23455. Pharmaceuticals. Post card. © 12Mar56; KK117030.

Impractical patent. Nineteenth century miracle, a way to walk on water. Dorbane. 23055. Pharmaceuticals. Post card. © 12Sep55; KK113092.

Impractical patent, portable bathtub for the bedridden ... Dorbane. 28855. Pharmaceuticals. Post card. © 28Nov55; KK113600.

Impractical patent, the age of torture was obviously not dead ... Dorbane. 22955. Pharmaceuticals. Post card. © 14Nov55; KK113593.

Impractical patent, this arm regulator for violinists was a futile attempt ... Dorbane. 29155. Pharmaceuticals. Post card. © 13Feb56; KK114712.

Impractical patent, this early-day alarm clock ... Dorbane. 23155. Pharmaceuticals. Post card. © 31Oct55; KK114711.

Impractical patent, this equine iron maiden was designed ... Dorbane. 29055. Pharmaceuticals. Post card. © 12Dec55; KK114708.

Impractical patent, this hand-propelled carriage was a gallant attempt ... Dorbane. 29355. Pharmaceuticals. Post card. © 17Oct55; KK114709.

Long-lasting echo in miniature of a once dominant line ... Titralac. 24955. Pharmaceuticals. Post card. © 24Nov55; KK113087.

Long-lasting, survivor of one of the most primitive mammalian orders, the marsupial wooly opossum ... Titralac. 25155. Pharmaceuticals. Post card. © 9Feb56; KK114717.

Military midget, the Little Corporal, though small of stature, was a mighty man ... Diafen. 24055. Pharmaceuticals. Post card. © 22Sep55; KK113595.

Physician-poet, though he was only five feet tall ... Diafen. 26755. Pharmaceuticals. Post card. © 1Dec55; KK113602.

Pre-eminent president, though physically puny, the great little Madison ... Diafen. 24255. Pharmaceuticals. Post card. © 30Sep55; KK113597.

Profound pundit, Immanuel Kant ... Diafen. 26655. Pharmaceuticals. Post card. © 3Nov55; KK113601.

Ruthie, Ruthie, answer me. Are you all right? MorCal. 30955. Pharmaceuticals. Post card. © 6Feb56; KK114714.

SCHLANGER (HERBERT) CO.

The superior interfacing, Hair Lon canvas. Label. © Herbert Schlanger d.b.a. Herbert Schlanger Co.; 11Apr56; KK116413.

SCHLING (MAX) INC. ©

And when the box is opened, a tune begins to play. Birthday Corsage, your choice of flowers ... (In The New York times, Jan. 17, 1956, p.2) Appl. author: Fairfax, Inc. © 17Jan56; KK113406.

Max Schling presents another first ... Birthday Corsage. (In FTD news, Apr. 1956, p.3) Appl. author: Fairfax, Inc. © 1Apr56; KK116626.

SCHLITZ (JOSEPH) BREWING CO. ©

Holidays call for the finer things in life. [Christmas scene; couple with beer looking out of window] (In Life, Dec. 19, 1955, p.77) © 19Dec55; KK115868.

Outsells all other beers. Job no. 59177. Man with bottle & glass of beer. Poster. Appl. author: J. Walter Thompson Co. © 20Apr56; KK117268.

Outsells all others. No.9027. [Couple with glasses of beer] Poster. Appl. author: J. Walter Thompson Co. © 20May56; KK117269.

Satisfies your thirst for something better. Dining car. (In Life, Jan. 23, 1956, p.3 of cover) © 23Jan56; KK114687.

Satisfies your thirst for something better. Musical group. (In Life, Feb. 27, 1956, p.133) © 27Feb56; KK114688.

World's largest selling beer, the beer that made Milwaukee famous, Schlitz. (In Life, Mar. 19, 1956, p.100-101) © 19Mar56; KK115391.

SCHMID (JULIUS) INC. ©

Acute trichomonad infection gone within 11 days. Vagisec liquid & jelly. Mail folder. © 9Apr56; KK115781.

The camera records the evidence this trichomonal infection yields within 11 days. Vagisec liquid & jelly for treatment of vaginal trichomoniasis. Folder. © 30Apr56; KK116654.

Successful in more than 90 °/o of cases, Vagisec liquid, a douche concentrate, explodes trichomonads. Vagisec jelly. Folder. © 15May56; KK116968.

SCHMID (JULIUS) INC. © Cont'd.

This trichomonad infection cleared up within 11 days. Vagisec liquid & jelly. Mail folder. © 9Apr56; KK115782.

SCHMITT, GEORG.

Rheinwein. Contents 1 pt. 8 fl. ozs. Wine. Label. © Georg Schmitt & Karl Ludwig Schmitt; 17Jan56; KK113978.

SCHMITT, KARL LUDWIG.

Rheinwein. SEE Schmitt, Georg.

SCHNELLER HOMES, INC. ©

We've got the low-cost answer. Folder. © 5Feb56; KK115474.

SCHOENEMAN (J.) INC. ©

Bull Dog Twist suits. Sheet. Appl. author: Stuart E. Stern. © 15Mar56; KK115504.

The case of the lonely hanger. Entirely new, Saxonie worsted suits. Folder. Appl. author: Stuart E. Stern. © 15Mar56; KK115509.

Cashmere and wool. Men's clothing. Sheet. Appl. author: Stuart E. Stern. © 15Mar56; KK115508.

A colorful, new worsted suit for men, Game Bird. Sheet. Appl. author: Stuart E. Stern. © 15Mar56; KK115505.

Expressive, impressive, Kingsridge Custom Fabric worsted suits. Folder. Appl. author: Stuart E. Stern. © 15Mar56; KK115510.

Great Scot. Meet your Country Cousin from Scotland. Men's clothing. Folder. Appl. author: Stuart E. Stern. © 15Mar56; KK115503.

Imported Duprini silk, luxury suits for men. Folder. Appl. author: Stuart E. Stern. © 30Sep55; KK113622.

Imported fabric. Dear sir: Here is true luxury at a hard-to-believe price. Men's clothing. Sheet. Appl. author: Stuart E. Stern. © 15Mar56; KK115506.

Imported Hammer 'Nails can take it. Men's clothing. Sheet. Appl. author: Stuart E. Stern. © 15Mar56; KK115507.

It figures. Four 'n One Sportsemble. One suit plus contrasting trousers ... Folder. Appl. author: Stuart E. Stern. © 30Sep55; KK113625.

Just the ticket. Tipperary suits. Sheet. Appl. author: Stuart E. Stern. © 30Sep55; KK113621.

Kingsridge and imported Coronado promotional material. Spring - summer 1956. Clothing. Folder. Appl. author: Stuart E. Stern. © 3Jan56; KK115331.

The mark of a man. Imported Coronado. Clothing. Folder. Appl. author: Stuart E. Stern. © 30Sep55; KK113627.

Money in your pocket, Aerzone, the lightweight worsted suit. Folder. Appl. author: Stuart E. Stern. © 30Sep55; KK113626.

Mysterious object sighted in polar air. Will-O-Wisp, superior Dacron and worsted summer suit. Folder. Appl. author: Stuart E. Stern. © 30Sep55; KK113623.

Never stops. Kingsridge, the worsted suit that speaks your language always. Custom Fabric. Folder. Appl. author: Stuart E. Stern. © 30Sep55; KK113618.

1956, 'round the calendar 4 Season Mid-Wate worsted suits. Sheet. Appl. author: Stuart E. Stern. © 30Sep55; KK113620.

R.S.V.P. Imported Coronado, king of summer suits. Folder. Appl. author: Stuart E. Stern. © 30Sep55; KK113619.

Takes to water like a duck. D'Aqua wash 'n wear Dacron/nylon summer suit. Card. Appl. author: Stuart E. Stern. © 30Sep55; KK113624.

SCHOFIELD MANUFACTURING CO. ©

Schofield panels, they fit. Catalogue supplement page 7. Replacement body parts for automobiles. © 20Jan56; KK113479.

SCHOLL MANUFACTURING CO., INC. ©

Devoted exclusively to foot relief, Dr. Scholl Foot Comfort department. Shoes, arch supports ... Folder. Appl. author: William Mathias Scholl. © 8Dec55 (in notice: 1956); KK113421.

Dr. Scholl's, your high quality profit line of elastic stockings, elastic anklets, knee caps, garter belts and wrist bands. Folder. Appl. author: William Mathias Scholl. © 1May56; KK117447.

Follow these simple directions on how to convert any hard insole shoe to a fully cushioned shoe with Ortho shoe cushions. Sheet. Appl. author: William Mathias Scholl. © 1May56; KK117446.

It's new, boosts sales, builds prestige, Dr. Scholl's Pedo-Graph in plastic. Apparatus to take prints of the feet. Folder. Appl. author: William Mathias Scholl. © 8Jun56; KK117445.

To complete your foot examination ... New, Pedo-Graph B ... Apparatus to take prints of the feet. Folder. Appl. author: William Mathias Scholl. © 15Mar56; KK115056.

SCHONBRUNN (S. A.) & CO., INC. ©

Connoisseurs never order breakfast coffee after dinner, says Mr. Harris ... Medaglia d'Oro is the correct after-dinner coffee. (In The New Yorker, Feb. 18, 1956, p.89) Appl. author: David B. McCall. © 18Feb56; KK114982.

SCHRETER (A.) & SONS CO. ©

V.I."T"P., very important tie person (one who is discriminating in his selection of ties) Card. © 14Mar56; KK115844.

SCHROCK, J. N.

Sand-Dandy. Toys. Label. © Jacob N. Schrock d.b.a. J. N. Schrock; 6Feb56; KK113980.

SCHUYLER MANUFACTURING CORP. ©

Get cleaner, more economical liquid-vapor separation with Schuylernit entrainment separators. Sheet. © 20Apr56; KK116632.

Important Schuylernit entrainment separator installation instructions. Sheet. © 1May56; KK116633.

Stop costly liquid loss in process vessels with Schuylernit mist eliminators. Sheet. © 13Jan56; KK113240.

SCHWARTZ, IRVING d.b.a. RAYMAR DISTRIBUTORS a.k.a. RADCO. SEE Radco.

SCHWARTZBURG CHEVROLET. ©

Schwartzburg Paul Bunyan days. Chevrolet's, tallest trades in the northwest. Automobiles. (In Milwaukee journal, classified section) Appl. author: Byron Schwartzburg. © 12Mar56; KK116148.

SCIENCE PRODUCTS CO.

K'lene, liquid hand cleaner, soapless. Label. © George A. Miller d.b.a. Science Products Co.; 27Mar56; KK115870.

SCIENTIFIC LUBRICANTS CO. ©

No.711 Motor Mica, anti-friction, heat-resisting compound in powdered form. Label. Appl. author: Frank L. Moscow. © 3Jan56; KK113226.

SCOVILL MANUFACTURING CO.

De Long Gripper brand snap fasteners. Size 16. 8 for 25¢. Label. © De Long Hook & Eye Division, Scovill Manufacturing Co.; 29Feb56; KK114960.

SCRIPTO, INC. ©

Dollar for dollar, day in and day out, Scripto ball pens, fountain pens, self-sharpening pencils, write better and longer than any others at any price. (In Life, July 26, 1954, p.4) Appl. author: Donahue & Coe, Inc. © 26Jul54; KK113846.

For perfect writing, a ball pen must have Natural Slant Writing; only Scripto has it. Scripto retractable push button ball pen. (In Life, v.36, issue 15, p.58) Appl. author: Donahue & Coe, Inc. © 12Apr54; KK113108.

SEA VIEW PACKING CO.

Sea View, Coachella Valley, grapefruit. 5 lbs. Label. Appl. author: Barney Rice. © Hall, Haas & Vessey, Ltd. d.b.a. Sea View Packing Co.; 16Jan56 (in notice: 1955); KK114372.

Sea View, Coachella Valley, tangerines. 2 lbs. Label. Appl. author: Dave Weise. © Hall, Haas & Vessey, Ltd. d.b.a. Sea View Packing Co.; 15Dec55; KK114371.

SEABLUE DALLAS. ©

Raw water is dangerous, purify with Sureclor. Water chlorinator. Display card. Appl. author: R. J. Burke Advertising, Inc. © 1May56; KK117515.

SEALY, INC. ©

Beware, bedtime can be posture danger time ... Sealy children's Posturepedic innerspring mattress. (In Parents' magazine, Oct. 1954, p.126) © 20Sep54; KK116862.

Sealy 74th anniversary, year's biggest mattress sale. Con-sealy bed. (In Life, Jan. 31, 1955, p.73) © 25Jan55; KK117614.

SECURITY SASH & SCREEN CO. ©

Now, all the advantages of self-storing windows with the new Secur-Seal deluxe, self-storing aluminum combination door. Folder. © 20Jan56; KK113904.

SEEBURG MUSIC LIBRARY, INC. ©

How Seeburg work music works. Records. (In Fortune, Feb. 1955, p.55) © 25Jan55; KK115639.

SEEMAN BROS., INC. ©

Air-Wick proven 3 times as effective as imitations. Deodorizer. (In Ladies' home journal, Nov. 1954, p.122) Appl. author: Norman, Craig & Kummel, Inc. © 28Oct54; KK114209.

Smoke odor sufferers, Air-Wick kills stale smoke odors fast. (In Life, Mar. 14, 1956, p.122) Appl. author: Norman, Craig & Kummel, Inc. © 11Mar56 (in notice: 1955); KK117530.

SEGALL (THEODORE H.) ADVERTISING AGENCY.

Presenting a new powerhouse series of 12 natural color photo cards. (Catalog of natural color photo cards) Folder. Appl. author: Theodore H. Segall. © National Syndications, a division of Theodore H. Segall Advertising Agency; 26Jan56; KK114851.

SELECTED GLADS, INC. ©

All-America gladiolus Caribbean. Sheet. © 20Apr56; KK116306.

All-America gladiolus Maytime. Sheet. © 20Apr56; KK116307.

SELIGMAN CANDY CO. ©

Jack's Ruff-Neck. Net wt. 1 1/8 oz. Label. © 10Jan56; KK113381.

SELLERS ENGINEERING CO. ©

It spreads out the fire. Steam boilers. Envelope. Appl. author: Curtis R. Winters, Jr. © 3Jan56; KK116144.

SERTA ASSOCIATES, INC. ©

American medical men prefer this firm healthful type of mattress support. Serta Perfect Sleeper. (In The Saturday evening post, Sept. 10, 1955, p.148-149) © 10Sep55; KK116834.

Serta invites you to the world premiere of a remarkable new mattress. Serta Perfect Sleeper. (In Life, Apr. 18, 1955, p.26-27) © 18Apr55; KK116833.

SERVICE APPLIANCE CO., INC. ©

Sparkling, economical, Peelmaster, portable electric potato peeler, pays for itself in 60 days. Sheet. Appl. author: Richard Ratner. © 10Feb56; KK114685.

SERVO CORP. OF AMERICA. ©

UV-IR photometer. Model 1370. Sheet. © 30Dec55; KK115289.

SERVWELL PRODUCTS CO., INC. ©

Ziput putty knife. Pt.234. Form 30. Label. Appl. authors: Paul Slaughter & others. © 21Apr56; KK116304.

SEVEN-UP CO. ©

Bedtime snacks eat better with this cool, clean taste. Soft drink. (In Life, Feb. 6, 1956, p.130) Appl. author: J. Walter Thompson Co. © 3Feb56; KK114618.

Fix that thirst, but good, here's your real thirst-quencher. Soft drink. (In Better homes & gardens, Apr. 1956, p.264) Appl. author: J. Walter Thompson Co. © 20Mar56; KK115935.

For mixing mellower highballs with no thinned-out flavor, nothing does it like Seven-Up. Soft drink. (In Esquire, Dec. 1955, p.240) Appl. author: J. Walter Thompson Co. © 8Nov55; KK113450.

Happy hint for the big day, get plenty of Seven-Up ... Nov. 24, Thanksgiving. Soft drink. (In St. Paul dispatch, Nov. 21, 1955, p.14) Appl. author: J. Walter Thompson Co. © 21Nov55; KK113449.

It's great to go steady with this cool, clean taste. Soft drink. (In Ladies' home journal, Jan. 1956, p.28) Appl. author: J. Walter Thompson Co. © 27Dec55 (in notice: 1956); KK113152.

Mix he-man highballs with a rich and robust flavor. Nothing does it like Seven-Up. Soft drink. (In True, Jan. 1956, p.11) Appl. author: J. Walter Thompson Co. © 20Dec55 (in notice: 1956); KK113153.

A real housework break, this quick, refreshing lift. Soft drink. (In Look, Mar. 6, 1956, p.3 of cover) Appl. author: J. Walter Thomspon Co. © 21Feb56; KK114614.

To smooth your drink without smothering your whiskey, nothing does it like Seven-Up. Soft drink. (In True, Mar. 1956, p.11) Appl. author: J. Walter Thompson Co. © 21Feb56; KK114616.

When holiday company comes to call, get plenty of Seven-Up ... Dec. 25, Sunday. Soft drink. (In St. Paul dispatch, Dec. 21, 1955, p.10) Appl. author: J. Walter Thompson Co. © 21Dec55; KK113448.

When holiday company comes to call, nothing does it like Seven-Up. [Winter scene; guests arriving; gift-wrapped case of Seven-Up] Soft drink. (In Look, Dec. 13, 1955, p.76-77) Appl. author: J. Walter Thompson Co. © 29Nov55; KK113451.

SHALDA MANUFACTURING CO., INC. ©

Lighting data PAR & R lamps. Floodlighting layout procedure. Folder. Appl. author: William Shalda. © 21Mar56; KK115190.

SHAVER, JAMES B. d.b.a. IRON LUNG VENTILATOR CO. SEE Iron Lung Ventilator Co.

SHAW (ANNABELLE) CO.

The original and only Hos-Glov with snap fastener. Glove for nylon hose. Label. © Annabelle Shaw t.a. Annabelle Shaw Co.; 27Feb56; KK116900.

The original Shu-Glov with snap fastener protects your shoes when not in use. Two pairs. Label. © Annabelle Shaw t.a. Annabelle Shaw Co.; 1Mar56; KK116899.

SHEAFFER (W. A.) PEN CO. ©

Every student's goal and within reach. Valiant Snorkel pen, Valiant pencil ... (In Life, Aug. 22, 1955, p.2 of cover) Appl. author: Russel M. Seeds Co., Inc. © 17Aug55; KK113120.

Think how proud you'll be. Sheaffer's white dot Snorkel pens, pencils and ballpoints. (In The National geographic magazine, Sept. 1955, p.4 of cover) Appl. author: Russel M. Seeds Co., Inc. © 25Aug55; KK113119.

What a wonderful surprise. (In The National geographic magazine, Nov. 1955, p.4 of cover) Appl. author: Russel M. Seeds Co. © 25Oct55; KK113640.

Work's done, out for fun. It's a breeze with Sheaffer's new Snorkel pen. (In Life, Aug. 23, 1954, p.2 of cover) Appl. author: Russel M. Seeds Co., Inc. © 18Aug54; KK113274.

SHEEHAN, MIKE, JR. & MIKE SHEEHAN, SR., joint owners, MIKE SHEEHAN & SON DAIRY. SEE Sheehan (Mike) & Son Dairy.

SHEEHAN, MIKE, SR. & MIKE SHEEHAN, JR., joint owners, MIKE SHEEHAN & SON DAIRY. SEE Sheehan (Mike) & Son Dairy.

SHEEHAN (MIKE) & SON DAIRY.

Grade A pasteurized, homogenized, vitamin D milk. One half gallon liquid. Label. Appl. author: Mike Sheehan, Sr. © Mike Sheehan & Son Dairy, jointly owned by Mike Sheehan, Sr. & Mike Sheehan, Jr.; 21Mar56; KK116009.

SHEEHAN & CO. ©

Dealers in high quality imported optical instruments, Sheehan and Company, the finest binoculars. Poster. Appl. author: Robert P. Sheehan. © 30May56; KK117059.

SHEETS, BEUNA.

Rope salad dressing. Net weight 8 oz. Label. © Beuna Vista Sheets d.b.a. Beuna Sheets; 24Feb56; KK114970.

SHEETS, BEUNA VISTA d.b.a. BEUNA SHEETS. SEE Sheets, Beuna.

SHELBY CYCLE CO. ©

AMF Shelby middleweight bicycles. Folder. © 28Feb56; KK114595.

SHELL OIL CO. ©

-- but it's not so funny in your picture window. Shell research products. (In The Saturday evening post, Mar. 31, 1956, p.2) Appl. author: J. Walter Thompson Co. © 28Mar56; KK116529.

Keeps the new penny shine alive. Shell research products. (In The Saturday evening post, Apr. 28, 1956, p.2) Appl. author: J. Walter Thompson Co. © 25Apr56; KK116525.

Keeps type talking in any man's language. Shell research products. (In The Saturday evening post, Mar. 3, 1956, p.2) Appl. author: J. Walter Thompson Co. © 29Feb56; KK115029.

Never before such power afloat. U. S. S. Forrestal. Shell research products. (In The Saturday evening post, Feb. 4, 1956, p.2) Appl. author: J. Walter Thompson Co. © 1Feb56; KK114084.

SHELTON CASUALS.

Fashion of a thousand lives, first for carefree living, Shelton Stroller. Ladies' dresses. (In Ladies home journal, Nov. 1954, p.200) © Shelton Casuals, Inc.; 14Nov54; KK114971.

Pet fashion for carefree living, your 100 % nylon jersey Shelton Stroller. Ladies' dresses. (In Ladies' home journal, Aug. 1955, p.95) © Shelton Casuals, Inc.; 14Jul55; KK116929.

SHIFFER, DAN. ©

Cheesefurter's in a bun. Meat and cheese in a bun. Label. © 12Nov55; KK113034.

SHOW-HOUSE.

Best in the house. Here's a glamorous treasure of Christmas gifts ... Home products. (In Good housekeeping, Dec. 1955, p.46-47) Appl. author: Jule R. Von Sternberg. © Show-House a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 22Nov55; KK113668.

Best in the House. Homemaking made easy is our theme ... Home products. (In Good housekeeping, Apr. 1955, p.42-43) Appl. author: Jule Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 17Mar55; KK117715.

Best in the House. Houses, like flowers, bloom in the spring. Home products. (In Good housekeeping, Apr. 1956, p.40-41) Appl. author: Jule R. Von Sternberg. © Show House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 20Mar56; KK115850.

SHOW-HOUSE. Cont'd.

Best in the House. Once upon a time there were no babies ... Baby products. (In Good housekeeping, May 1956, p.54-55) Appl. author: Jule Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 19Apr56; KK117716.

Best in the House. We've taken the newest, smartest ideas in our house ... Home products. (In Good housekeeping, Mar. 1956, p.46-47) Appl. author: Jule Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 21Feb56; KK115849.

Show-House. Newest of the new, best of the best. Home products. (In The Saturday evening post, Jan. 28, 1956, p.106-107) Appl. author: Jule R. Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 25Jan56; KK114412.

Show-House to better your home living. How to comfort-condition your home. Home products. (In The Saturday evening post, Mar. 24, 1956, p.16-17) Appl. author: Jule R. Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 20Mar56; KK115848.

Show-House to better your home living. Split-level, seven rooms, two baths, 2-car garage. Home products. (In The Saturday evening post, Oct. 8, 1955, p.78-79) Appl. author: Jule R. Von Sternberg. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 8Oct55; KK113669.

Show-House to better your home living invites you to read about a home designed for every American princess. No.17. Home products. (In The Saturday evening post, Apr. 21, 1956, p.130-131) Appl. author: Jule R. Von Sternberg. © Show-House, a copartnership, composed of Jule R. Von Sternberg & Charles H. Albin; 18Apr56; KK117717.

SHULMAN, MAX. ©

On campus, with Max Shulman. Adventures in social science, no.2. Philip Morris cigarettes. (In Yale University daily news, Dec. 2, 1955, p.9) Appl. author: Biow-Beirn-Toigo, Inc. © 2Dec55; KK112085.

On campus, with Max Shulman. Adventures in social science: no.3. Philip Morris cigarettes. (In The Daily Princetonian, Mar. 16, 1956, p.4) Appl. author: The Biow Co. © 16Mar56; KK115241.

On campus, with Max Shulman. Famous law cases: no.1. Gransmire vs. Middle Atlantic Bus and Dray Co. Philip Morris cigarettes. (In Columbia daily spectator, Feb. 10, 1956, p.3) Appl. author: Biow Co. © 10Feb56; KK115130.

On campus, with Max Shulman. How to be a BWOC. Philip Morris cigarettes. (In The New Hampshire, University of N. H., Dec. 1, 1955, p.3) Appl. author: Biow-Beirn-Toigo, Inc. © 1Dec55; KK113693.

On campus, with Max Shulman. How to be a thumping big success on campus. Philip Morris cigarettes. (In The Minnesota daily, Mar. 7, 1956, p.7) Appl. author: The Biow Co. © 7Mar56; KK115131.

On campus, with Max Shulman. Husbands, anyone? Philip Morris cigarettes. (In The New Hampshire, Feb. 23, 1956, p.3) Appl. author: The Biow Co. © 23Feb56; KK115128.

On campus, with Max Shulman. Money isn't everything. Philip Morris cigarettes. (In Spectrum, University of Buffalo, Mar. 23, 1956, p.4) Appl. author: The Biow Co. © 23Mar56; KK115957.

On campus, with Max Shulman. Oh, for the life of a newspaperman. Philip Morris cigarettes. (In New Mexico lobo, University of New Mexico, Jan. 12, 1956, p.4) Appl. author: Biow-Beirn-Toigo, Inc. © 12Jan56; KK113694.

On campus, with Max Shulman. Phi Beta Kappa, I love you. Philip Morris cigarettes. (In New York University, heights daily news, Apr. 13, 1956, p.3) Appl. author: The Biow Co. © 13Apr56; KK115955.

On campus, with Max Shulman. Schultz is a many splendored thing. Philip Morris cigarettes. (In Daily spectator, Columbia University, Nov. 21, 1955, p.2) Appl. author: Biow-Beirn-Toigo, Inc. © 21Nov55; KK113084.

On campus, with Max Shulman. The care and feeding of room-mates. Philip Morris cigarettes. (In Columbia daily spectator, Feb. 17, 1956, p.5) Appl. author: The Biow Co. © 17Feb56; KK115129.

On campus, with Max Shulman. The gift horse. Philip Morris cigarettes. (In The Daily Princetonian, Dec. 6, 1955, p.5) Appl. author: Biow Co. © 6Dec55; KK115242.

On campus, with Max Shulman. The grim and grisly adventures of Norbert Sigafoos, American. Philip Morris cigarettes. (In The New Hampshire, Mar. 8, 1956, p.3) Appl. author: The Biow Co. © 8Mar56; KK115127.

On campus, with Max Shulman. The many loves of Thorwald Dockstader. Philip Morris cigarettes. (In Columbia daily spectator, Apr. 10, 1956, p.2) Appl. author: The Biow Co. © 10Apr56; KK115956.

On campus, with Max Shulman. The true and tragical tale of Happy Jack Sigafoos. Philip Morris cigarettes. (In Yale University daily news, Nov. 18, 1955, p.15) Appl. author: Biow-Beirn-Toigo, Inc. © 18Nov55; KK113086.

On campus, with Max Shulman. Vive le popcorn. Philip Morris cigarettes. (In The New Hampshire, University of N. H., Jan. 12, 1956, p.3) Appl. author: Biow-Beirn-Toigo, Inc. © 12Jan56; KK113695.

SHURON OPTICAL CO., INC. ©

Stop, look and see. Good vision is a must ... Appl. author: Moser & Cotins, Inc. © 12May56; KK116983.

SILENT WATCHMAN CORP. ©

The Silent Watchman gives you that certain feeling, that profitable feeling. Time recording locks. Folder. © 18May56; KK117697.

SIMMONS CO. ©

Beautyrest, the sleepers' choice. Mattresses. (In Life, Apr. 30, 1956, p.122-123) Appl. author: Young & Rubicam, Inc. © 26Apr56; KK116453.

Brand-new Beautyrest, with F. A. C., offers healthier rest than ever. Mattresses. (In Honolulu star-bulletin, Feb. 7, 1956, p.12) Appl. author: Young & Rubicam, Inc. © 7Feb56; KK114868.

Get firmness plus comfort, Extra-Firm model Beautyrest. Mattresses. (In Honolulu star-bulletin, Nov. 25, 1955, p.14) Appl. author: Young & Rubicam, Inc. © 25Nov55; KK113220.

He weighs 205, she weighs 109, each gets separate comfort, separate rest on Beautyrest. Mattresses. (In The Saturday evening post, June 2, 1956, p.74-75) Appl. author: Young & Rubicam, Inc. © 30May56; KK117349.

He weighs 210, she weighs 102, both get private, undisturbed rest on Beautyrest. Mattresses. (In Living for young homemakers, Apr. 1956, p.62-63) Appl. author: Young & Rubicam, Inc. © 20Mar56; KK115750.

He weighs 210, she weighs 106, but their Beautyrest gives separate, private comfort to both. Mattresses. (In The Saturday evening post, May 19, 1956, p.128-129) Appl. author: Young & Rubicam, Inc. © 16May56; KK117350.

How to make 1 customer pay off like 8. Beautyrest mattresses. (In National furniture review, Apr. 1956, p.28-29) Appl. author: Young & Rubicam, Inc. © 1Apr56; KK116459.

How to sleep together in separate comfort. Beautyrest mattresses. (In Reader's digest, May 1956, p.207) Appl. author: Young & Rubicam, Inc. © 25Apr56; KK116456.

If your salesmen only knew this about women. Beautyrest mattresses. (In National furniture review, Mar. 1956, p.30-31) Appl. author: Young & Rubicam, Inc. © 1Mar56; KK115747.

It pays to aim for the net. Beautyrest mattresses. (In Retailing daily, Apr. 10, 1956, p.14) Appl. author: Young & Rubicam, Inc. © 10Apr56; KK116458.

It takes a big net to do a big job. Beautyrest mattresses. (In Retailing daily, May 8, 1956, p.21) Appl. author: Young & Rubicam, Inc. © 8May56; KK117348.

Keep an eye on the net. Beautyrest mattresses. (In Retailing daily, Mar. 20, 1956, p.18) Appl. author: Young & Rubicam, Inc. © 20Mar56; KK115748.

Lower seating height, luxury seating comfort, yours in a Hide-A-Bed sofa. (In Home modernizing, 7th ed., Mar. 1956, p.89) Appl. author: Young & Rubicam, Inc. © 15Mar56; KK115751.

Mattress shoppers, please lie down on Beautyrest. (In The Denver post, Apr. 15, 1956, p.6AAA) Appl. author: Young & Rubicam, Inc. © 15Apr56; KK116460.

New, improved Beautyrest gives single-bed comfort in a double bed. Mattresses. (In Honolulu star-bulletin, Mar. 30, 1956, p.14) Appl. author: Young & Rubicam, Inc. © 30Mar56; KK116452.

The night watchman who's on duty all day. Beautyrest mattresses. (In Time, Apr. 9, 1956, p.22) Appl. author: Young & Rubicam, Inc. © 5Apr56; KK116455.

Now, Beautyrest is better than ever. Mattresses. (In Honolulu star-bulletin, Dec. 23, 1955, p.17) Appl. author: Young & Rubicam, Inc. © 23Dec55; KK114037.

Now, Simmons makes the best mattress even better, brand-new Beautyrest with F. A. C. (In Honolulu star-bulletin, Oct. 5, 1955, p.26) Appl. author: Young & Rubicam, Inc. © 5Oct55; KK115102.

Only 2¢ a night for Beautyrest comfort. Mattresses. (In Honolulu star bulletin, May 4, 1956, p.4) Appl. author: Young & Rubicam, Inc. © 4May56; KK117352.

She weighs 101, he weighs 215, yet both enjoy single-bed comfort on Beautyrest. Mattresses. (In Living for young homemakers, May 1956, p.50-51) Appl. author: Young & Rubicam, Inc. © 20Apr56; KK116457.

Simmons announces: Now, a choice of firmness with new Extra-Firm Deep-sleep. Mattresses. (In Honolulu star-bulletin, Dec. 9, 1955, p.18) Appl. author: Young & Rubicam, Inc. © 9Dec55; KK113219.

Simmons National 86, special anniversary mattress. (In Life, Feb. 13, 1956, p.87) Appl. author: Young & Rubicam, Inc. © 9Feb56; KK114867.

Simmons, world's largest bedding manufacturer, gives you more in a mattress and at a mainland price. Slumber King. (In Honolulu star-bulletin, May 17, 1955, p.19) Appl. author: Young & Rubicam, Inc. © 17May55; KK114038.

3 ways to get an extra room at a price you can afford. Hide-A-Bed sofa, Simmons lounge & studio divan. (In The Saturday evening post, Mar. 17, 1956, p.8-9) Appl. author: Young & Rubicam, Inc. © 14Mar56; KK115752.

210-lb. husband and 102-lb. wife sleep together in separate comfort on Beautyrest. Mattresses. (In The Denver post, May 13, 1956, p.3AA) Appl. author: Young & Rubicam, Inc. © 13May56; KK117346.

210-lb. husband and 102-lb. wife ... Why Beautyrest is the sleeper's choice in Denver. Mattresses. (In The Denver post, Apr. 29, 1956, p.21A) Appl. author: Young & Rubicam, Inc. © 29Apr56; KK117347.

219-pound husband and 98-pound wife sleep together in separate comfort on Beautyrest. Mattresses. (In Living for young homemakers, Mar. 1956, p.18-19) Appl. author: Young & Rubicam, Inc. © 20Feb56; KK114866.

Two outstanding values for brides in 1956: 1. Hide-A-Bed sofa; 2. Beautyrest mattress. (In Modern bride, Jan. 1956, p.48-49) Appl. author: Young & Rubicam, Inc. © 8Jan56; KK114036.

When you get right down to it, it's the net that counts. Beautyrest mattresses. (In Retailing daily, Feb. 28, 1956, p.18) Appl. author: Young & Rubicam, Inc. © 28Feb56; KK115749.

Why settle for half when Beautyrest gives you firmness plus comfort. Mattresses. (In Living for young homemakers, Feb. 1955, p.22-23) Appl. author: Young & Rubicam, Inc. © 20Jan55; KK115753.

You sit lower in the lap of luxury on a Hide-A-Bed sofa. (In Life, May 21, 1956, p.52) Appl. author: Young & Rubicam, Inc. © 17May56; KK117351.

You sit lower, more comfortably, on a Hide-A-Bed sofa. (In Life, Apr. 16, 1956, p.110) Appl. author: Young & Rubicam, Inc. © 12Apr56; KK116454.

SIMMONS GUN SPECIALTIES. ©

Simmons 1956 gun catalog. No.4-56. 49 p. Appl. author: Ernest P. Simmons, Sr. © 21Apr56; KK117005.

SIMON & SCHUSTER, INC. ©

From Rodgers and Hammerstein's Oklahoma, The Surrey with the fringe on top. R244. Golden record. Envelope. Designed by: Sandpiper Press. © 30Dec55; KK113642.

Get well, a Little Golden record greeting. R276. Designed by Sandpiper Press. Envelope. © 3Apr56; KK115550.

Happy birthday, a Little Golden record greeting. R285. Designed by Sandpiper Press. Envelope. © 3Apr56; KK115551.

My heart goes piddily, patter, patter and The Yellow rose of Texas. Designed by: The Sandpiper Press. Golden record R242. Envelope. © 15Nov55; KK113607.

SIMONIZ CO. ©

New waxy-rich polish adds wings to your work, heals scratches as it shines. HiLite, furniture polish. (In Family circle, v.45, no.1, p.56) © 15Mar54; KK113336.

Weep for poor Willie, who thinks he's done fine ... but look at Joe Robust. Simoniz Bodygard, new liquid car wax. (In Life, v.36, no.15, p.13) © 9Apr54; KK113337.

Win a 1955 Holiday Ninety-Eight Oldsmobile and $1,000 cash for a vacation trip. Automobile polish & cleaner. (In Life, June 20, 1955, p.125) © 20Jun55; KK116977.

SIMPLEX PRINT. CO. ©

Your monthly Zodi horoscope. National Boulevard Bank. Folder. Jan. 1956. © 21Dec55; KK113064. Feb. 1956. © 21Jan56 (in notice: 1955); KK113683.

Mar. 1956. © 29Feb56 (in notice: 1955); KK114771.

Apr. 1956. © 23Mar56 (in notice: 1955); KK115227.

SINGER MANUFACTURING CO. ©

Singer 128K. Forme 20860 French (456) Family sewing machine & machine parts. Sheet. © 12Jun56; KK117450.

Singer 212W140, two-needle, lock-stitch machine, with semi-automatic lubrication. Form 1024MT (955 rev.) Sewing machines. Folder. © 15Sep55; KK115894.

SKAGGS DRUG CENTER, INC. ©

Mr. Gerald Kinsman, our store manager so far, has got them. Bone head blues. (In The Salt Lake tribune, Jan. 12, 1956, p.9) Appl. author: Bill A. Skaggs. © 12Jan56; KK113565.

SLEEPY HOLLOW PILLOW CO. ©

℞ try this on their necks. Folder. Appl. author: Saas & Sogard, Inc. © 26Jan56; KK114117.

SLENCIL CO. ©

Now, to send sales soaring, the gift Slencil. The only write-in-book-mark pencil. Bulletin no.950B. Folder. Appl. author: Carl Chester Harris. © 28May56; KK117568.

SLOANE, W. & J. ©

Bright scoop of color. Modern chairs. (In New York herald tribune, Mar. 4, 1956, p.42) © 4Mar56; KK114701.

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Time and again beef feeders have told us ... High-moisture corn processed through a Harvestore can boost profits by 6.2¢ per lb. of gain. Bulletin no.MH101. Folder. Appl. author: Len Owen. © A. O. Smith Corp., Harvestore Division; 28Jun56; KK117708.

SMITH, WILLIAM R. ©

Clear-Vu, glass cleaner. One pint. Label. © 10Feb56; KK114549.

SMITH & LOVELESS, INC. ©

Hundred of installations ... Smith & Loveless factory-built pumping station. Sewage pumps. Sheet. Appl. author: B. Alden Smith. © 22Feb56; KK114934.

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SNYDER MANUFACTURING CO.

The Snyder tune-up hoist is the answer to your problem. Folder. © Linus S. Snyder d.b.a. Snyder Manufacturing Co.; 20Dec55; KK114031.

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Boron is better for your engine. Gasoline. Appl. author: Richard E. Fry. © Standard Oil Co. of Ohio d.b.a. Sohio; 17Jan56; KK113398.

Boron keeps your engine powerful longer. Gasoline. (In Cleveland plain dealer, Mar. 19, 1956, p.12) Appl. author: Richard E. Fry. © Standard Oil Co. of Ohio d.b.a. Sohio; 19Mar56; KK115206.

Your new car's a powerhouse, keep it that way with Boron. Gasoline. (In Cleveland news, Mar. 6, 1956, p.10) Appl. author: Richard E. Fry. © Standard Oil Co. of Ohio d.b.a. Sohio; 16Mar56; KK114756.

SOLAR CHEMICAL CO.

Aqua-Seal fabric spray. Weight 12 oz. net. Label. © Solar Chemical Co., William L. Ashby, sole owner; 23Nov55; KK115105.

E-Z Oiler. Lubricating oil can. Label. © Solar Chemical Co., William L. Ashby, sole owner; 21Jan56; KK113844.

Safe-Gard, fire extinguisher; non-toxic. 14 oz. net. Label. © Solar Chemical Co., William L. Ashby, sole owner; 21Jan56; KK113843.

SOLVIT CHEMICAL CO. ©

Stop rats and insects with Solvit bonded pest control service. Sheet. Appl. author: Lewis B. Kelly. © 3Mar55; KK115108.

SOUTH BEND LATHE WORKS. ©
10" South Bend precision lathes. Circular 5517. Sheet. © 6Jan56 (in notice: 1955); KK113408.

When it comes to turning, South Bend lathes are tops. Bulletin 5521. Mail folder. © 3Jan56 (in notice: 1955); KK113409.

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Southern Yellow Pine brings the face of beauty - brings the quality of durability - brings the benefit of sound investment. Lumber. (In The Dallas morning news, May 13, 1956, pt.7, p.8) Appl. author: Erle Racey & Associates. © 13May56; KK116680.

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Your customers know a good thing when they see it. Lumber. (In The Gulf Coast lumberman, June 1, 1956, p.41) Appl. author: Erle Racey & Associates. © 1Jun56; KK117221.

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SPANJER BROS., INC. ©
Leaders in letters since 1895 ... Letters - metal - wood. Sign letters. Folder. © 3Jan56; KK113125.

Plastic letters, by Spanjer. Advance notice and price list. Folder. © 15Nov55; KK113045.

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Spaulding, flavor fresh, Table Queen, market check list. Bread. Pad. Appl. author: Robert L. Weil. © Specialty Advertising Service, Inc.; 8Mar56; KK117554.

Spaulding Table Queen toy truck. Bread. Card. Appl. author: Robert L. Weil. © Specialty Advertising Service, Inc.; 29Feb56; KK117555.

Trailblazers of America; North American. Series of 9. Shredded Wheat cereal. Cards. Appl. author: Robert L. Weil. © 15May56; KK117132.

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SPEEDI-BURN PRODUCTS CO.
Speedi-Burn flame cut-off machine. Folder. © George V. Duffy d.b.a. Speedi-Burn Products Co.; 10Jan56; KK115381.

SPERRY CANDY CO. ©
Mint glow. Net wt. 1 1/8 oz. Label. © 2Jan56; KK115885.

SPOKEN ARTS, INC. ©
Arthur Miller reading from The Crucible; Death of a salesman. Distinguished playwright series. 704. Record envelope. Label. © 23May56; KK117690.

SPRAY O'CLEAN CO. ©
Golden Lady, super spot remover. Pint. Label. Appl. author: Frederic DuBois Wright. © 10Feb56; KK114728.

Silver Lady, car wash and polish. 1 quart. Label. Appl. author: Frederic DuBois Wright. © 10Feb56; KK114727.

Spray O' Clean Blue Lady upholstery & rug cleaner. 1 quart. Label. Appl. author: Frederic DuBois Wright. © 9Jan56 (in notice: 1955); KK116488.

SPRING AIR CO. ©
Spring Air mattresses. Spring Air introduces the soundest sleep idea in history, the Health Center mattress. (In Better homes & gardens, Mar. 1954) © 26Feb54; KK116502.

SQUIRT CO. ©
More bottlers switch to Squirt. Non-alcoholic beverages. (In The American bottler, Nov. 1955, p.135) © 5Nov55; KK113659.

Spirited promotions sells Squirt. Non-alcoholic beverages. (In The American bottler, Dec. 1955, p.63) © 10Dec55; KK113660.

STABER (E. P.) & CO., INC. ©
Glisten, auto gloss coat protection. Net contents 1 U. S. pint. Label. Appl. author: Paul E. Staley. © 1Mar56; KK115916.

STACY-ADAMS CO. ©
You ought to be in our shoes. Stacy-Adams, men's shoes of distinction. (In Ebony, Apr. 1956, p.7) © 10Mar56; KK115117.

STANDARD BRANDS, INC. ©
Instant Tender Leaf brand tea. 1 oz. net wt. Label. © 19Apr56; KK116908.

STANDARD LAUNDRY. ©
Free, one week's laundry, if you have your baby in March. (In Jersey journal, Jersey City, Feb. 21, 1956, p.23) Appl. author: David Straus, III. © 21Feb56; KK115278.

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Cash in on the trend to outdoor living with Standard charcoal starter; hickory scented. Sheet. Appl. author: Lloyd M. Rosenow, Inc. © 1Dec55; KK113194.

Now, with new, faster-acting, killing ingredients, Standard Aerosol insect killer in the Giant-Pak. Sheet. Appl. author: Lloyd M. Rosenow, Inc. © 1Dec55; KK113193.

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Quality insect spray in the low priced field, Stano-Kil. Sheet. Appl. author: Lloyd M. Rosenow, Inc. © 1Dec55; KK113196.

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STANLEY BUILDING SPECIALTIES CO. ©
Low in cost ... Stanley aluminum horizontal sliding windows. Folder. © 6Jun56; KK117243.

Stanley aluminum awning windows. Folder. © 10May56; KK116651.

Stanley jalousies, the window of tomorrow, delivered today. Folder. © 10May56; KK116652.

STANLEY HOME PRODUCTS, INC. ©
For an enjoyable break in your day's routine, shop at a Stanley hostess party. Stanhome. (In Good housekeeping, Feb. 1956, p.136) © 20Jan56; KK114299.

Stanley steps up its powerful national advertising for 1956. Stanhome. Folder. © 16Feb56; KK114300.

Work-saving products for your home, good grooming aids for your family, fine toilette articles for yourself. Stanhome. (In Ladies' home journal, May 1956, p.126-127) © 26Apr56; KK116860.

STARBOUND.
Fashion fabrics for the year 'round, new. No.714. Sheet. © Vincent Scari t.a. Starbound; 5May56; KK116418.

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Like a hired man with six arms. Starline electric labor savers: silo unloader, cattle feeder, barn cleaner. (In The Prairie farmer, Feb. 4, 1956, p.38) Appl. author: Eugene Carr. © 2Feb56; KK114979.

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STEIR, M.
Superior's new model 670-A Super-Meter. Electronic testing apparatus. (In Popular electronics, May 1956, p.4 of cover) © Max Steir; 19Apr56; KK116337.

STEPHEN F. WHITMAN & SON, INC. SEE Whitman (Stephen F.) & Son, Inc.

STEPHENS (W. E.) MANUFACTURING CO., INC. ©
Play clothes; washable, colorfast, pre-shrunk, fashion waisted. Label. © 3Mar56; KK114758.

STERLING MODELS.
Chris Craft 21' Cobra. Kit B-16. Plastic boats. Folder. Appl. author: Edward Manulkin. © Sterling Models, a partnership composed of Edward Manulkin & Peter Timchal; 18May56; KK116726.

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STEVENS, JEFF. ©
The new, wonder glue, Igloo. 4 oz. Label. © 19Mar56; KK115812.

STOHLMAN, AL.
Doodle page of the month. SEE Craftool Co. Pages 11-12, series 6.

STONE, NATALIE G., MELVIN J. GORDON & S. Z. GORDON composing the firm MANCHESTER HOSIERY MILLS. SEE Manchester Hosiery Mills.

STOW MANUFACTURING CO. ©
How can I cut costs of putting in concrete floors? Get a Stow roto-trowel. Bulletin 565. Flexible shafting. Folder. Appl. author: Clarence F. Hotchkiss. © 1Mar56; KK117303.

Of course, if you're pouring soup, you won't need a Stow vibrator. Bulletin 566. Flexible shafting. Folder. Appl. author: Clarence F. Hotchkiss. © 1Mar56; KK117304.

Stow dead-man control stops the trowel, not the engine. Bulletin 563. Flexible shafting. Folder. Appl. author: Clarence F. Hotchkiss. © 1Mar56; KK117513.

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STRAUB MANUFACTURING CO., INC. ©
Kue-Ken Gyracone crushers. Crushing without rubbing. (Kue-Ken Simplex crushers) Bulletin 604. 11 p. Appl. author: Don Kueneman. © 19Jul48; KK116295.

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Make this simple test. This crushing principle has changed opinions about Jaw crushers. Bulletin no. 47. Mail folder. Appl. author: Don Kueneman. © 1Mar51; KK116621.

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15' outboard ... SEE Douglas Fir Plywood Assn.
13'-9" punt ... SEE Douglas Fir Plywood Assn.

STRIETMANN BISCUIT CO., a division of UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.

STROHMEYER & ARPE CO. ©
Everyone's buzzing about the record-breaking Norse Prince success. Norway sardines. Folder. © 26Apr56 (in notice: 1955); KK116675.

STROUD, JOHN E. C., WILLIAM L. ASHBY & C. KENNETH JOHNES forming the partnership LUBRICATION ENGINEERING CO. SEE Lubrication Engineering Co.

STRUT-A-WAY PRODUCTS CO.
Turkey Struts ... Ready to eat, delicious turkeymeats products. Label. Appl. author: Cameron Fraser. © Alfred J. LaCoste, Clarence P. Buckingham & Cameron Fraser d.b.a. Strut-A-Way Products Co.; 16Nov55; KK115930.

SUMMIT HALL TURF FARM. ©
First and foremost producer of Meyer Z-52 Zoysia, offers pure, parent stock of the carefree grass developed by U.S.D.A. research. (In Horticulture, Mar. 1956, p.169) © Summit Hall Turf Farm, Inc.; 25Feb56; KK115417.

The home of Meyer Z-52 Zoysia, the plug-in grass. Folder. © 3Mar56; KK115418.

SUNBEAM CORP. ©
Electric coffee maker. 56-258. D-6123. Photo. Appl. author: J. Delbert Long. © 25Jan56; KK114843.

Famous Sunbeam automatic frypan with controlled heat. (In The Saturday evening post, Oct. 15, 1955, p.90) Appl. author: Albert E. Widdifield. © 11Oct55; KK113970.

New Sunbeam sales leader, fall and holiday special, Sunbeam economy Drillmaster kit. (In Electrical merchandising, Oct. 1955, p.227) Appl. author: Albert E. Widdifield. © 1Oct55; KK113964.

Now, the sensational new Sunbeam automatic Mixmaster with the exclusive bowl-fit beaters and bowl-speed control. (In The Saturday evening post, Oct. 15, 1955, p.91) Appl. author: Albert E. Widdifield. © 11Oct55; KK113969.

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Your assurance of a perfect cup of coffee every time. Sunbeam automatic Coffeemaster. [Santa Claus pouring coffee] (In The Saturday evening post, Nov. 19, 1955, p.127) Appl. author: Albert E. Widdifield. © 15Nov55; KK113965.

Your assurance of a perfect cup of coffee every time. Sunbeam automatic Coffeemaster; Sunbeam automatic percolator. (In Better homes & gardens, Nov. 1955, p.115) Appl. author: Albert E. Widdifield. © 20Oct55; KK113963.

SUNWAY FRUIT PRODUCTS, INC. ©
Foil sealed Freshie, soft drink powder. Orange. Net wt. 13 gms. Label. © 14Mar56; KK115161.

SUPER MARKET INSTITUTE, INC. ©
Advertising-promotion service. Prepared with the cooperation of McCall's magazine. Pamphlet. Appl. author: McMahon & Morse. © Super Market Institute, Inc.
Jan. 1956. © 9Dec55; KK113075.
Feb. 1956. © 9Jan56; KK113508.
Mar. 1956. © 31Jan56; KK113977.
Apr. 1956. © 8Mar56; KK115027.
May 1956. © 20Apr56; KK116282.
June 1956. © 18May56; KK116886.
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SUPER YARN MARKETS. ©
Co-Ord-In-Knit, it's dyed to match the fabric. A super 4-ply knitting worsted. Four ounces. Label. Appl. author: Irving H. Gold. © 5May56; KK116889.

Premium yarns at Super Market prices; quality yarns, by the original Super Yarn Markets. 2 ounces. Label. Appl. author: Irving H. Gold. © 21Mar56; KK115160.

SUPER YARN MARKETS. © Cont'd.

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The promise of spring with things to do, places to go. Automobile service. Sheet. © Superior Plans, owner Harry Dennis Bradshaw; 3Feb56; KK114033.

When every trip was a brand new adventure. Automobile service. Sheet. © Superior Plans, owner, Harry Dennis Bradshaw; 1Mar56; KK115166.

With our steering service, you stop fighting the steering wheel. Sheet. © Superior Plans, owner Harry D. Bradshaw; 10Feb56; KK114139.

You've got a lot of horses to control. Automobile service. Sheet. © Superior Plans, owner Harry Dennis Bradshaw; 4Jan56; KK113384.

SUR-BLAZE CO.

Sur-Blaze lighter stick. One dozen. Label. © Clyde L. Bridges d.b.a. Sur-Blaze Co. & as Sur-Blaze; 1Dec55; KK113429.

SURGITUBE PRODUCTS CORP. ©

Surgitube ... patented bandage with breathing - healing action. 1956 circular. Appl. author: Louis Hochman. © 30Apr56; KK116204.

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SWIFT & CO. ©

Billions of sq. ft. and no lawn burn. New, Golden Vigoro, complete lawn food. (In The Saturday evening post, Mar. 24, 1956, p.143) Appl. author: J. Walter Thompson Co. © 21Mar56; KK115936.

Billions of sq. ft. and no lawn burn. New, Golden Vigoro, complete lawn food. (In The Sunday Chicago tribune, Mar. 11, 1956, p.17) Appl. author: J. Walter Thompson Co. © 11Mar56; KK116187.

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Golden Vigoro has cut applications to my greens by 50 °/o, says Ernest Penfold ... Lawn food. (In Golfdom, Feb. 1956, p.57) Appl. author: J. Walter Thompson Co. © 10Feb56; KK114612.

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Just ask the man who used it last year. New, Golden Vigoro, complete lawn food. (In The Denver post, Apr. 1, 1956, p.6AAA) Appl. author: J. Walter Thompson Co. © 1Apr56; KK116190.

The lawn food that experts said couldn't be made. Golden Vigoro. (In Chicago Sunday tribune, Feb. 12, 1956, pt.3, p.C) Appl. author: J. Walter Thompson Co. © 12Feb56; KK114613.

The lawn food that experts said couldn't be made. New, Golden Vigoro, complete lawn food. (In Peoria journal star, Peoria, Ill., Mar. 4, 1956, p.B-12) Appl. author: J. Walter Thompson Co. © 4Mar56; KK115939.

My greens have shown amazing improvement since I've started using Golden Vigoro, complete lawn food. (In Golfdom, Mar. 1956, p.113) Appl. author: J. Walter Thompson Co. © 10Mar56; KK116189.

O-ooh, we never had it so good. Golden Vigoro, complete lawn food. (In The American home, Mar. 1956, p.142) Appl. author: J. Walter Thompson Co. © 25Feb56; KK114619.

Our thanks for your help in putting Golden Vigoro, complete lawn food, on the map in only 1 year. (In Pacific Coast nurseryman, Jan. 1956, p.14) Appl. author: J. Walter Thompson Co. © 2Jan56; KK114615.

The success story that you helped us write. New Golden Vigoro, complete lawn food. (In Building supply news, Jan. 1956, p.207) Appl. author: J. Walter Thompson Co. © 31Dec55 (in notice: 1956); KK115938.

This week-end give your lawn the treat of its life. New, Golden Vigoro, complete lawn food. (In Chicago daily news, Mar. 8, 1956, p.24) Appl. author: J. Walter Thompson Co. © 8Mar56; KK115940.

This week end give your lawn the treat of its life. New, Golden Vigoro, complete lawn food. (In Peoria journal star, Peoria, Ill., Mar. 15, 1956, p.B-8) Appl. author: J. Walter Thompson Co. © 15Mar56; KK116191.

Won't burn any grass when used in recommended amounts. New, Golden Vigoro, complete lawn food. (In Los Angeles times, Mar. 4, 1956, home magazine section, p.58) Appl. author: J. Walter Thompson Co. © 4Mar56; KK116193.

Won't burn grass, lasts far longer. New, Golden Vigoro, complete lawn food. (In Chicago tribune magazine, Feb. 26, 1956, p.44) Appl. author: J. Walter Thompson Co. © 26Feb56; KK116186.

Won't burn grass, lasts far longer. Proved on over 2 3/4 billion sq. ft. of lawns. Golden Vigoro lawn food. (In Life, Mar. 12, 1956, p.6-7) Appl. author: J. Walter Thompson Co. © 9Mar56; KK115937.

You can even feel the cool green difference. Apply now, new Golden Vigoro, complete lawn food. (In House beautiful, Mar. 1956, p.191) Appl. author: J. Walter Thompson Co. © 21Feb56; KK116188.

SWISS FEDERATION OF WATCH MANUFACTURERS. ©

A beauty with a fascinating past. (In Reader's digest, Oct. 1955, p.7) Appl. author: Foote, Cone & Belding. © 25Sep55; KK115536.

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This is the weight, that turns the wheel, that winds the spring, that runs the watch, that we call self-winding. (In Reader's digest, Nov. 1955, p.191) Appl. author: Foote, Cone & Belding. © 25Oct55; KK115410.

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Your modern wonderland of time. (In Life, Mar. 7, 1955, p.129) Appl. author: Foote, Cone & Belding. © 4Mar55; KK115383.

SYLVAN SEAL MILK, INC. ©

The Sylvan Seals balance food budgets. (Cartoon seal) Acme super markets. Milk, milk products, cheese, ice cream. (In The evening bulletin, Apr. 11, 1956, p.31) Appl. author: Al Paul Lefton Co., Inc. © 11Apr56; KK117117.

SZAKACS, JOSEPH JOHN d.b.a. CUSTOM HYDROCRAFT. SEE Custom Hydrocraft.

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TABLEROCK LABORATORIES, INC. ©

And this, Dr. Bushbrow, is the concretion from my appendix. No.4. Taberoc Dilocol. Pharmaceuticals. Card. Appl. author: Sidney L. Lowe. © 21Nov55; KK113004.

Dr. Bushbrow says, you are not to get excited, Mr. Wembly. No.3. Taborea Taberoc. Pharmaceuticals. Card. Appl. author: Sidney L. Lowe. © 21Nov55; KK113003.

Oh mother, I'm so excited. The baby test shows I'm going to have a rabbit. Dr. Bushbrow. No.6. Taborea Taberoc. Pharmaceuticals. Card. Appl. author: Sidney L. Lowe. © 21Nov55; KK113001.

You say the little darling won't take his aspirin unless Dr. Bushbrow comes over and gives it to him? No.5. Taberoc Tadona. Pharmaceuticals. Card. Appl. author: Sidney L. Lowe. © 21Nov55; KK113002.

TAHITI RECORDS. ©
Tahiti dances. A hi-fi record. TR-201. Label. Appl. author: Criterion Records. © 10Feb56; KK114907.

TALON EDUCATIONAL SERVICE. ©
The beach roll. Zipper design no. 1006-H. Mail folder. © 1May56; KK116221.

The carriage cover. Zipper design no.1075. Mail folder. © 9Apr56; KK115511.

TASTY BAKING CO. ©
Tastykake - gym dandy. [Two dwarf-like men in bakers' clothing on gym poles] Design no.174. Poster. © 5Jun56; KK117086.

Tastykake so-o-o good. [Girl with accordion] Design no.173. Poster. © 15Apr56; KK115858.

Tasty-Pie, 5 flavors. [Chef with finger pointed; assorted fruits] Design no.171. Poster. © 15Jan56; KK113415.

TAYLOR (THOMAS) & SONS. ©
Adult education in comfort, by the Shugor Taylor. Shoe goring. (In Shoe & leather reporter, Apr. 21, 1956, p.44) Appl. author: Ralph A. Parker. © 21Apr56; KK116590.

Knit Straw in shoes that delight. Mondl advertisement. Shugor. (In Boot & shoe recorder, Nov. 15, 1955, p.44) Appl. author: Ralph A. Parker. © 15Nov55; KK113245.

Outstanding Taylor products that add more comfort ... to modern footwear. Shugor, Dawhide ... (In Leather & shoes, Nov. 19, 1955, p.4 of cover) Appl. author: Ralph A. Parker. © 19Nov55; KK113436.

The shoe that walks by itself with the sensational new push-button Spring-O-Lators and the push-button automatic shift. Shugor elastic. (In Boot & shoe recorder, Apr. 15, 1956, p.48) Appl. author: Ralph A. Parker. © 15Apr56; KK116591.

Shugor fits with the debonair and delicate. Shoe goring. (In Boot & shoe recorder, Jan. 15, 1956, p.14) Appl. author: Ralph A. Parker. © 15Jan56; KK113791.

Spring-o-lators are sweeping the country. Shugor. Shoe goring. (In Boot & shoe recorder, Feb. 15, 1956, p.99) Appl. author: Ralph A. Parker. © 15Feb56; KK114707.

The styles are European, the fit and comfort are Shugor. Shoe goring. (In Shoe & leather reporter, Feb. 18, 1956, p.2 of cover) Appl. author: Ralph A. Parker. © 18Feb56; KK115811.

Three from the continent, Americanized by Shugor. Shoe goring. (In Boot & shoe recorder, Mar. 15, 1956, p.93) Appl. author: Ralph A. Parker. © 15Mar56; KK115810.

Trimly tailored for fit and comfort by Taylor. Shugor, elastic binding and Taylo-Pleat. (In Boot & shoe recorder, Dec. 15, 1955, p.65) Appl. author: Ralph A. Parker. © 15Dec55; KK113790.

TAYLOR, WILLIAM H. d.b.a. XX PRODUCTS CO. SEE XX Products Co.

TECHNIC, INC. ©
Technic Turbomatic agitator, for all precious metal electroplating solutions. Sheet. Appl. author: George T. Metcalf Co. © 11Jun56; KK117141.

TECHNICAL MATERIEL CORP. ©
Connector receptacle, model TCA 85/35 QDL. Sales service bulletin no.191. Electronic equipment. Sheet. © 5Jan56; KK117310.

Distribution transformer, model TR-107. Sales service bulletin no.186. Electronic equipment. Sheet. © 21Dec55; KK117307.

Diversity combining unit, Model DCU. Sales service bulletin no.181. Electronic equipment. Sheet. © 22Nov55; KK117313.

Diversity visual monitor, model DVM. Sales service bulletin no.182. Electronic equipment. Sheet. © 22Nov55; KK117314.

Dual diversity receiver, model DDR-2. Sales service bulletin no. 189. Electronic equipment. Sheet. © 22Nov55; KK117309.

Dual diversity receiver, model DDR-3. Sales service bulletin no.190. Electronic equipment. Sheet. © 5Jan56; KK117311.

Instruction sheet for crystal calibrator, model GPC. Electronics equipment. Folder. © 1Dec55; KK116747.

Remote control amplifier, model RTC. Sales service bulletin no. 183. Electronic equipment. Sheet. © 23Jan56; KK117312.

Single sideband adapter, model GSB-1. Sales service bulletin no.194. Electronics equipment. Sheet. © 17May56; KK116745.

Single sideband exciter, model SBE-1. Sales service bulletin no.195. Electronics equipment. Sheet. © 15May56; KK116746.

Transmitting antenna dissipator, model TER-3500. Sales service bulletin no.188. Electronic equipment. Sheet. © 18Nov55; KK117308.

Variable frequency oscillator, model PMO-3. Sales service bulletin no. 193. Electronic equipment. Folder. © 23Feb56; KK116744.

TECHNICAL PRODUCTS DIVISION, ALLEN B. DU MONT LABORATORIES, INC. SEE Du Mont (Allen B.) Laboratories, Inc.

TELAUTOGRAPH CORP. ©
TelAutograph telescriber system; electronic longhand. TelAutograph bulletin 56. Pamphlet. © 22Nov55; KK115275.

TELESCOPE FOLDING FURNITURE CO., INC. ©
Telescope re-covers for Telescope wood chairs and cots, and other standard wood models. Label. Appl. author: Henry J. W. Vanderminden, III. © 21May56; KK117197.

Telescope wood furniture offers so many advantages. Hang-on tag. Label. Appl. author: Henry J. W. Vanderminden, III. © 16Apr56; KK116075.

Telescope wood furniture offers so many advantages. Label. Appl. author: Henry J. W. Vanderminden, III. © 3Jan56 (in notice: 1955); KK113113.

Telescope wood furniture offers so many advantages. Tag, staple-on or sew-on type. Label. Appl. author: Henry J. W. Vanderminden, III. © 16Apr56; KK116076.

TELEVISION TRANSMITTER DEPT., ALLEN B. DU MONT LABORATORIES, INC. SEE Du Mont (Allen B.) Laboratories, Inc.

TENNISON BROS., INC. ©
Brick siding. Tennison Steel. Card. Appl. author: James Daniel Tennison, Jr. © 3Jan56; KK113416.

Dress up your lawn with Tennison's grass guard. Metal flowerbed border. Folder. Appl. author: James Daniel Tennison, Jr. © 30May56; KK116858.

TERADO CO. ©
Terado Rov-A-Lite, storage battery fluorescent. Label. Appl. author: Donald G. Munson. © 1Jun55; KK116042.

TETTLETON, E. H.
We draw the audience to your product. Motion picture film for TV commercials. Label. © Earl H. Tettleton d.b.a. Chalk & Talk TV-Ads; 16Jun56; KK117516.

TEWELES (L.) SEED CO. ©
New Badger Multi-Strain brand alfalfa. One bushel. Label. © 4Jan56; KK115000.

TEXTILE ART MILLS. ©
Cannon towel set. Label. Appl. author: Arthur Katcher. © 27Feb56; KK115495.

THEATRE ESCAPADES, UNLIMITED. ©
Your Theatre Escapades program. Theatre trip service & sales. Pamphlet. Appl. author: William Stevens Kirkland. © 2Apr56; KK116498.

THEODORE H. SEGALL ADVERTISING AGENCY. SEE Segall (Theodore H.) Advertising Agency.

THOMAS (S. B.) INC. ©
Keep slender, feel younger. Thomas', the original, protein bread. (In Daily news, New York, Nov. 3, 1955, p.84) Appl. author: David B. McCall. © 3Nov55; KK113345.

Keep slender, feel younger without going on a diet. Thomas', the original protein bread. (In The New York times magazine, Sunday weather ed., Jan. 15, 1956, p.38) Appl. author: David B. McCall. © 15Jan56; KK113988.

THOMAS COLLATORS, INC. ©
We didn't dare run this ad for five months because you swamped us with your orders. (In The Office, Apr. 1956, p.6-7) Appl. author: Wehner Advertising Agency. © 1Apr56; KK116213.

THOMPSON, FRANCES.
A Frances Thompson for you when you're dressing for 2. Ladies' garments. Label. Appl. author: Jane Winthrop. © Frances Thompson, a sole proprietorship of Frances Garman; 31May56; KK117267.

THOMPSON'S. ©
Best loved scenes in the Smokies, by Thompson's. Photographic service. Pamphlet. © 2Jan56 (in notice: 1955); KK115274.

TICONIUM. ©
Amazing prosthetic development of 1954-55. Dental alloy. Mail folder. Appl. author: A. J. Griffin. © 4Nov55; KK113012.

Free. A personal message from your Ticonium laboratory. Dental alloy. Mail folder. Appl. author: A. J. Griffin. © 4Dec55; KK113273.

TICONIUM. © Cont'd.

Just 2 minutes time, doctor. Dental alloy. Mail folder. Appl. author: A. J. Griffin. © 4May56; KK117054.

Paleface in heap big trouble. Dental alloy. Mail folder. Appl. author: A. J. Griffin. © 4Apr56; KK116029.

This is personal. Your patients are personal. Dental alloy. Mail Folder. Appl. author: A. J. Griffin. © 4Mar56; KK115384.

Ticonium castings. (It all begins here) Dental alloy. Folder. Appl. author: A. J. Griffin. © 4Feb56; KK114442.

What's new? A personal note to you, doctor. Dental alloy. Folder. Appl. author: A. J. Griffin. © 4Jan56; KK113751.

TIMCHAL, PETER & EDWARD MANULKIN forming the partnership STERLING MODELS. SEE Sterling Models.

TIME, INC. ©

Life presents a special issue on Christianity. Life magazine. (In Daily news, New York, Dec. 21, 1955, p.51) Appl. author: Young & Rubicam, Inc. © 21Dec55; KK113221.

Starting in Life today: Volume II of The Truman memoirs. Life magazine. (In New York herald tribune, Jan. 19, 1956, p.12) Appl. author: Young & Rubicam, Inc. © 19Jan56; KK114035.

Starting with this week's issue, Life proudly presents, Sir Winston Churchill: A History of the English-speaking peoples. Life magazine. (In The New York times, Mar. 15, 1956, p.32) Appl. author: Young & Rubicam, Inc. © 15Mar56; KK115746.

We are both grateful and regretful. Life magazine. (In The New York times, Dec. 30, 1955, p.38) Appl. author: Young & Rubicam, Inc. © 30Dec55; KK114034.

Where did the road to religion begin? Life magazine. (In Daily news, New York, Dec. 8, 1955, p.55) Appl. author: Young & Rubicam, Inc. © 8Dec55; KK113222.

Will a dark horse win the Democratic derby? Life magazine. (In The New York times, May 17, 1956, p.19) Appl. author: Young & Rubicam, Inc. © 17May56; KK117345.

TIMKEN DETROIT AXLE DIVISION, ROCKWELL SPRING & AXLE CO. SEE Rockwell Spring & Axle Co.

TIMKEN ROLLER BEARING CO. ©

America's lightest sporting rifle makes hunting more fun. Timken fine alloy steel & seamless tubing. (In U. S. news & world report, Apr. 27, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27Apr56; KK117305.

How the round vacuum cleaner gets its shape. Fine alloy steel & seamless steel tubing. (In U. S. news & world report, June 22, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Jun56; KK117709.

Keeping America on the go ... Now, it's the Southern that's going roller freight with 260 new freight cars on Timken bearings. (In The Saturday evening post, Jan. 14, 1956, p.91) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Jan56; KK113512.

Keeping America on the go ... Only Timken bearings roll so true, have such quality through and through. (In The Saturday evening post, Feb. 18, 1956, p.103) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Feb56; KK115025.

Shear fun. Timken fine alloy steel ... tubing. (In U. S. news & world report, Jan. 6, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Jan56; KK113513.

TINKLE TOY.

Baby blocks. Train of blocks; package. No.777. Label. Appl. author: Smith-Shur & McDermott. © Tinkle Toy Co. t.a. Tinkle Toy; 1Feb56; KK115888.

TINKLE TOY CO. t.a. TINKLE TOY. SEE Tinkle Toy.

TIRES, INC. ©

Tires, Incorporated, the only concern of its kind in America. Great 12 carload sale, $178,000 worth of the very highest quality all year highway & turnpike tires ... (In Sunday mirror, New York, Jan. 15, 1956, p.69) © 15Jan56; KK114016.

Tires Incorporated, the only concern of its kind in America. Special purchase; gigantic inventory of the very highest quality snow tires. (In Daily mirror, New York, Jan. 12, 1956, p.42) © 12Jan56; KK113234.

TOASTMASTER PRODUCTS DIVISION, MCGRAW ELECTRIC CO. SEE McGraw Electric Co.

TOBIAS PAINT MANUFACTURING CO. ©

Dubl Duty ... ready mixed paint in oil; white. One gallon liquid U. S. measure. Label. Appl. author: A. I. Tobias. © Dubl Duty Paint Products Co., a division of Tobias Paint Manufacturing Co.; 1Mar56; KK114705.

Ford's finer paints. White. One gallon U. S. measure. Label. Appl. author: M. S. Abrams. © 10Feb56; KK113910.

Magnolia ... ready mixed paint in oil; white. One gallon liquid U. S. measure. Label. Appl. author: M. S. Abrams. © Tobias Paint Manufacturing Co. (in notice: Magnolia Paint Products Co., division of Tobias Paint Manufacturing Co.); 29Feb56; KK114582.

TODD, F. PAYSON. ©

The New England counsellor suggests: A low priced iron-ore stock for 1956 ... Investment counselling. © 8Jan56; KK114081.

TOOLS BY WABBIT.

Protect precious fingers with Finger Saver. Label. © E. Steele d.b.a. Tools by Wabbit; 13Dec55; KK113437.

TOWER OF PIZZA. ©

Tower of Pizza. Pizza & various other Italian food specialties. Label. © 27Feb56; KK114585.

TOWLE MANUFACTURING CO. ©

The Towle touch puts an accent on use. Sterling silver. (In The New Yorker, May 28, 1955, p.7) Appl. author: Cunningham & Walsh, Inc. © 26May55; KK115443.

TRAMP TRIPS, INC. ©

The complete Caribbean, featuring air travel via Avianca and Pan American World Airways. Folder. Appl. author: Needham & Grohmann, Inc. © 30Apr56; KK116194.

TRANSOGRAM CO., INC. ©

Everybody plays Wink tennis. No. 3893. Boxed game. Label. Appl. author: Erwin Benkoe. © 2Jan56; KK117156.

Nine Men's Morris (Mill Race) No. 1092. Boxed game. Label. Appl. author: Erwin Benkoe. © 6Feb55; KK117155.

TRAVEL CLUB OF THE WORLD. ©

An invitation from the Travel Club of the World: Travel like an experienced traveler, enjoy it twice as much. Travel membership card. (In House beautiful, Mar. 1956, p.41) Appl. author: Franklin Bruck Advertising Corp. © 9Feb56; KK113986.

TRENTON MILLING CO. ©

Trenton angel food cake mix. Net wt. 1 lb., 1 oz. Label. © 27May55; KK113198.

TRIM MOLDED PRODUCTS CO., INC. ©

The Dolly ballet. Catalog no.B-855. Game. Label. © 1Dec55; KK113438.

TROY LAUNDRY MACHINERY DIVISION, AMERICAN MACHINE & METALS, INC. SEE American Machine & Metals, Inc.

TRU-ADE CO. ©

Drink Tru-Ade, not carbonated, real orange treat. (In Free lance-star, Fredericksburg, Va., Mar. 22, 1956, p.21) Appl. author: Guy Davis. © 22Mar56; KK117006.

It's naturally delicious. Soft drink beverages. (In Richmond news-leader, May 17, 1956, p.43) Appl. author: Guy Davis. © 17May56; KK117007.

TRUE TEMPER CORP. ©

Get maximum sales with this exciting new True Temper mobile display; promotion package. Hammer. Appl. author: William Preismeyer. © 6Feb56; KK114426.

TUBE TURNS, INC., division of NATIONAL CYLINDER GAS CO. SEE National Cylinder Gas Co.

TUPPER CORP. ©

Tupperware, modern award winning designs. Cereal bowl set with patented seal covers. Label. Appl. author: Earl S. Tupper. © 18Apr56; KK117648.

Tupperware, modern award winning designs. Jumbo canister. Label. Appl. author: Earl S. Tupper. © 18Apr56; KK117654.

Tupperware, modern award winning designs. Kit Kups. Plastic tableware. Label. Appl. author: Earl S. Tupper. © 18Apr56; KK117653.

Tupperware, modern award winning designs. Magic opener bread server. Label. Appl. author: Earl S. Tupper. © 18Apr56; KK117647.

Tupperware, modern award winning designs. Refrigerator bowls with patented Tupper seals; set of 3. Label. Appl. author: Earl S. Tupper. © 18Apr56; KK117650.

Tupperware, modern award winning designs. Sauce dishes. Label. Appl. author: Earl S. Tupper. © 18Apr56; KK117649.

Tupperware, modern award winning designs; square rounds. Plastic tableware. Label. Appl. author: Earl S. Tupper. © 28Mar56; KK116786.

Tupperware, modern award winning designs. Square seal home freezer box. Label. Appl. author: Earl S. Tupper. © 18Apr56; KK117652.

Tupperware, modern award winning designs. 10" serve 'n save cake-taker. Label. Appl. author: Earl S. Tupper. © 18Apr56; KK117651.

Tupperware, modern award winning designs. Tupper seals. Plastic tableware. Label. Appl. author: Earl S. Tupper. © 18Apr56; KK117655.

TURNER CONSTRUCTION CO. ©

Buildings for every walk of life. (In Fortune, Jan. 1956, p.70) Appl. author: Donahue & Coe, Inc. © 27Dec55 (in notice: 1956); KK113613.

Buildings that put in a good day's work. (In Fortune, May 1956, p.66) Appl. author: Donahue & Coe, Inc. © 24Apr56; KK116281.

TWIN CITY FEDERAL SAVINGS & LOAN ASSN. ©

Announcing Twin City Federal's Multiply-Your-Money Plan. (In Minneapolis Sunday tribune, Mar. 25, 1956, p.7-F) Appl. author: Vance Pidgeon. © Twin City Federal Savings & Loan Assn.; 25Mar56; KK115478.

Multiply-Your-Money Plan. Folder. Appl. author: Vance Pidgeon. © 23Mar56; KK116494.

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U. S. MERCHANDISE MART.

Safety first styling. Bodyguard. Automotive bumpers. Sheet. Appl. author: Norman Bennett. © U. S. Merchandise Mart, Inc.; 12Sep55; KK116293.

UETZ, LEWIS H., JR. ©

Crew-Zing with Chris*Craft. Game. Label. © 27Apr56; KK116272.

UNION SPECIAL MACHINE CO. ©

Four needle machine for tip-stitching shoes. Style 52400 A and other [sewing] machines in class 52400. Sheet. Appl. author: Arthur James Feigel. © 24Feb56; KK114730.

If your product is men's, boy's and children's knit underwear, you can manufacture it better, faster and at less cost with Union Special. Bulletin 254. Sewing machines. Folder. Appl. author: Arthur James Feigel. © 7May56; KK116430.

Needle feed lockstitch machines. Class 61800-class 62200. Industrial sewing machines. Sheet. Appl. author: Arthur James Feigel. © 5Mar56; KK114782.

Single-needle machine for attaching one-piece extension button stays to knitted undergarments. Style 51200 BV. Industrial sewing machines. Sheet. Appl. author: Arthur James Feigel. © 16Mar56; KK115124.

Single needle machine for attaching soles to uppers of felt slippers. Style 51200 BA. Industrial sewing machines. Sheet. Appl. author: Arthur James Feigel. © 24Feb56; KK114732.

Single needle machine for closing operations on shoes. Style 51200 BY. Industrial sewing machines. Sheet. Appl. author: Arthur James Feigel. © 24Feb56; KK114734.

Single-needle machine for seaming women's fancy dress gloves ... Style 51200 BC. Industrial sewing machines. Sheet. Appl. author: Arthur James Feigel. © 16Mar56; KK115125.

Two-needle machine for simultaneous trimming, seaming and binding on children's and women's wear ... Style 51400 BJ. Industrial sewing machines. Sheet. Appl. author: Arthur James Feigel. © 17Feb56; KK114729.

Two needle machine for vamping, foxing, eyelet row stitching, panel stitching and tipping shoes. Style 52100 BD. Industrial sewing machines. Sheet. Appl. author: Arthur James Feigel. © 24Feb56; KK114731.

Two needle medium throw machines for staying operations on shoes. Styles 51400 BF; 51400 BG & 51400 BH. Industrial sewing machines. Sheet. Appl. author: Arthur James Feigel. © 24Feb56; KK114733.

Union Special for better, faster, more economical production of men's dress shirts. Bulletin no. 250. Sewing machines. Folder. Appl. author: Arthur James Feigel. © 6Apr56; KK116211.

Union Special for better, faster, more economical production of men's sport shirts. Bulletin no. 259. Sewing machines. Folder. Appl. author: Arthur James Feigel. © 16Apr56; KK116210.

Union Special industrial sewing machines. Class 53600 sewing heads for bag closing machines. Sheet. Appl. author: Arthur James Feigel. © 29May56; KK117238.

UNION WIRE ROPE CORP. ©

Tufwire, stress relieved steel tendons for prestressed concrete. Pamphlet. Appl. author: Ray Kasten. © 26Oct55; KK113506.

UNITED BENEFIT LIFE INSURANCE CO. ©

Cash 'n Carry means money in your pocket. (In Look, May 15, 1956, p.85) Appl. author: Bozell & Jacobs, Inc. © 15May56; KK116424.

Cash 'n carry means protection for your little ones. Save with United of Omaha Cash 'n Carry Plan. (In Life, June 4, 1956, p.23) Appl. author: Bozell & Jacobs, Inc. © 4Jun56; KK116909.

UNITED BISCUIT CO. OF AMERICA.

Cinnamon crisp. Crackers. Wt. 7 oz. Label. Appl. author: George H. Strietmann. © United Biscuit Co. of America (in notice: Strietmann Biscuit Co., a division of United Biscuit Co. of America); 19Mar56; KK115158.

Pecan Sandies. One full pound. Cookies. Label. Appl. author: Edward J. Hekman. © United Biscuit Co. of America (in notice: Hekman Biscuit Co. Division, United Biscuit Co. of America); 28Dec55; KK113104.

Sawyer's Buttercup coconut cookies. 40 cookies. Label. Appl. author: K. F. McLellan. © Sawyer Biscuit Co., a division of United Biscuit Co. of America; 16May56; KK117032.

Sawyer's buttercup cookies. 40 cookies. Label. Appl. author: K. F. MacLellan. © Sawyer Biscuit Co., a division of United Biscuit Co. of America; 16May56; KK117467.

Sawyer's Buttercup lemon cookies. 40 cookies. Label. Appl. author: K. F. McLellan. © Sawyer Biscuit Co. a division of United Biscuit Co. of America; 16May56; KK117031.

UNITED CONVEYOR CORP. ©

United engineering data for ash sluicing systems. 3S-55. 15 p. © 19Dec55; KK113606.

UNITED MERCHANTS & MANUFACTURERS, INC. ©

Con-Tact, the original self-adhesive plastic. Multi-pattern advertiser. Sheet. © 6Apr56; KK116032.

Con-Tact, the original self-adhesive plastic, shelf lining and edging all-in-one. (Con-Tact shelving sheet) Label. © 24Apr56; KK116351.

Decorate your home with Con-Tact, cut-outs, the original self-adhesive plastic; Copper Modern. No.805. Envelope. © 2Apr56; KK115855.

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Decorate your home with Con-Tact, cut-outs, the original self-adhesive plastic; Mother Goose. No.802. Envelope. © 2Apr56; KK115853.

Decorate your home with Con-Tact, cut-outs, the original self-adhesive plastic; Provincial. No. 804. Envelope. © 2Apr56; KK115854.

Decorate your home with Con-Tact, cut-outs, the original self-adhesive plastic; Western. No.803. Sheet. © 2Apr56; KK115857.

Do it yourself with Con-Tact, the original self-adhesive plastic. Folder. © 6Apr56; KK115805.

The original self-adhesive plastic, Con-Tact cut-outs. Sheet. © 10May56; KK117020.

UNITED STATES BREWERS FOUNDATION. ©

From where I sit, by Joe Marsh. (In The Lyons republican & Clyde times) Appl. author: J. Walter Thompson Co.

Do-it-whose-self? © 1Mar56; KK115030.

Happy ending with a familiar ring. © 5Apr56; KK116528.

Information on the line. © 15Mar56; KK115155.

New future for your present. © 2Feb56; KK114085.

New light on an old subject. © 15Dec55; KK113392.

She knew it all the time. © 16Feb56; KK115031.

They travel in class. © 19Apr56; KK116530.

UNITED STATES GYPSUM CO. ©

The Business of farming. Handyman plan. Building materials.

Flexi-Building for livestock or poultry. No.BF358. © 4Nov55; KK114660.

Handy house for hens. No.BF362. © 24Feb56; KK116580.

Popular home; the Business of farming. Handyman plan. Building materials.

Bedroom bargains. No.PUB359. © 4Nov55; KK114659.

Closet remodeling. No.PUB361. © 13Jan56; KK114655.

UNITED STATES GYPSUM CO. © Cont'd.

Household office. No.PUB358. © 20Sep55; KK114657.

The Little Alamo. No.PUB350. © 4Nov55; KK114658.

Stack 'n snack picnic table and benches. No.PUB362. © 24Feb56; KK114654.

Yard and garden projects. No.PUB363. © 6Apr56; KK116579.

Popular home; the Business of farming, remodeler's guide. No. PUB300. Building materials. Folder. © 13Jan56; KK114656.

UNIVERSAL C. I. T. CREDIT CORP. ©

Any drive is a holiday when you buy your car on the complete C. I. T. Plan. Scene in New Salem State Park, Ill. Time Purchase Plan. (In Life, June 4, 1956, p.144) Appl. author: Fuller & Smith & Ross, Inc. © 31May56; KK116911.

Driving's more fun when you buy your car on the complete C. I. T. Plan. Time Purchase Plan. (In Life, May 7, 1956, p.42-43) Appl. author: Fuller & Smith & Ross, Inc. © 3May56; KK116279.

UNIVERSAL MATCH CORP. ©

Aeroquip. Match books. Label. Appl. author: Russell J. Fahning. © 30Dec55; KK113575.

Automatic Voting Machine Corporation. Match books. Label. Appl. author: Russell J. Fahning. © 21Feb56; KK114590.

Blue Heart manila rope; Red Heart sisal rope. Match books. Label. Appl. author: Russell J. Fahning. © 30Dec55; KK113179.

Ceco steel. Match books. Label. Appl. author: Russell J. Fahning. © 21May56; KK116756.

Champion venders. Match books. Label. Appl. author: Russell J. Fahning. © 21Dec55; KK113188.

D & M tractor roller assembly. Match books. Label. Appl. author: Russell J. Fahning. © 21May56; KK116754.

Flor-Lac, floor finish. Match books. Label. Appl. author: Russell J. Fahning. © 30Dec55; KK113178.

Haley's, Incorporated. Match books. Label. Appl. author: Russell J. Fahning. © 17Apr56; KK116136.

Help yourself. Match books are man's best friend. Label. Appl. author: Russell J. Fahning. © 3Jan56; KK113101.

Mow-Master, power mowers, select yours here. Match books. Label. Appl. author: Russell J. Fahning. © 30Dec55; KK114153.

Our specialty is something special. Buffalo Bolt Company. Match books. Label. Appl. author: Russell J. Fahning. © 21May56; KK116755.

Quality controlled from the tree to the finished product. Match books. Label. Appl. author: Russell J. Fahning. © 3Feb56; KK113948.

Rotabin. Match books. Label. Appl. author: Russell J. Fahning. © 8Mar56; KK115022.

Steeletts. Match books. Label. Appl. author: Russell J. Fahning. © 11Apr56; KK115792.

Templeton Furniture Company. Match books. Label. Appl. author: Russell J. Fahning. © 16Mar56; KK116145.

Wheelabrator steel shot. Match books. Label. Appl. author: Russell J. Fahning. © 11Apr56; KK115793.

Your bathroom and kitchen deserve the best, Eljer-Murray, fine plumbing fixtures and brass fittings. Match books. Label. Appl. author: Russell J. Fahning. © 11Apr56; KK115794.

UNIVERSAL-RUNDLE CORP. ©

The new trend in bathrooms. Bathroom fixtures. Sheet. © 11Jan56; KK113511.

The new trend in bathrooms. Bathroom fixtures. Sheet. © 1Mar56; KK114588.

UPJOHN CO. ©

All are Neomycin-sensitive, 8 may cause diarrhea. Kaopectate with Neomycin in infectious diarrhea. Pharmaceuticals. Folder. © 4Jun56 (in notice: 1955); KK117529.

Candidate for the Reserpoid effect? Relaxation with full alertness for irritable infants. Pharmaceuticals. Folder. © 20Feb56 (in notice: 1955); KK114633.

The essential things that growth is made of. Medicine designed for health, produced with care. (In Time, Apr. 30, 1956, p.89) © 26Apr56; KK116298.

For diarrheas of unknown etiology logic dictates Kaopectate with Neomycin. Pharmaceuticals. Folder. © 21May56 (in notice: 1955); KK116902.

Fresh outlook in otitis externa with Neo-Delta-Cortef. Pharmaceuticals. Folder. © 23May56; KK116903.

In inflammatory skin conditions, Neo-Cortef ointment. Pharmaceuticals. Folder. © 23Jan56 (in notice: 1955); KK113775.

Introducing lotion Neo-Cortef especially for dermatitis of exposed areas. Pharmaceuticals. Folder. © 26Mar56 (in notice: 1955); KK115353.

Medicine, designed for health, produced with care. Unicap. Pharmaceuticals. (In American druggist, Apr. 9, 1956, p.34-35) © 9Apr56; KK115701.

Medicine designed for health, produced with care. Vitamin, also vitamine. (In The Saturday evening post, Dec. 24, 1955, p.2 of cover) © 20Dec55; KK113171.

Predictable response in breast abscess. Panmycin. Pharmaceuticals. Post card. © 13Feb56 (in notice: 1955); KK114150.

Predictable response in furunculosis ... Panmycin. Pharmaceuticals. Post card. © 27Mar56 (in notice: 1955); KK115354.

Predictable response in laryngitis. Panmycin. Pharmaceuticals. Post card. © 5Mar56 (in notice: 1955); KK114722.

Predictable response in mastoiditis ... Panmycin. Pharmaceuticals. Post card. © 19Mar56 (in notice: 1955); KK115355.

Predictable response in salpingitis. Panmycin. Pharmaceuticals. Post card. © 7Feb56 (in notice: 1955); KK114149.

Predictable response in tenosynovitis. Panmycin. Pharmaceuticals. Post card. © 27Feb56 (in notice: 1955); KK114635.

Psychic stabilization for disturbed psychotics. Reserpoid. Pharmaceuticals. Folder. © 2Apr56 (in notice: 1955); KK115702.

Relief without somnolence for tension headaches. Reserpoid. Pharmaceuticals. Folder. © 12Mar56 (in notice: 1955); KK115700.

Skin, eyes, ears, nose inflamed and/or infected. Neo-Cortef. Pharmaceuticals. Pamphlet. © 16Feb56 (in notice: 1955); KK114634.

URAI, WILLIAM. ©

From Tu amor to Mi amor. DOL-101. Dora records. Label. Appl. authors: William Urai & Boris Lurie. © 18Jan56; KK113641.

V

VACATION CLUB, INC. ©

New, Vacation Club offers you Miami Beach ... Mexico ... Europe ... (In The New York times, May 6, 1956, resort section, p.XX41) Appl. author: Franklin Bruck Advertising Corp. © 6May56; KK116350.

New Vacation Club offers you up to 25 °/o off standard rates for your dream vacation ... (In Daily news, New York, Apr. 16, 1956, p.23) Appl. author: Franklin Bruck Advertising Corp. © 16Apr56; KK115739.

VACO PRODUCTS CO. ©

Vaco, unconditionally guaranteed, screw drivers, nut drivers, pliers, wood chisels ... Catalog no.SD-56. 40 p. © 15Nov55; KK113929.

VACON PACKAGING & DISTRIBUTING CO.

Sani-Kit, a temporary sanitary toilet for indoor or outdoor living. Weighs 3 lbs. Label. © Vacon Packaging & Distributing Co., solely owned by Spencer B. Vay; 15Oct55; KK115320.

VACUUM BAKING CORP. ©

Oven Fresh brand golden pound cake. Restaurant-Pak. 12 ounces net weight. Label. Appl. author: Bernard Saxon. © 14Jun55; KK113884.

Oven Fresh brand old fashioned fruit cake. Net weight 24 oz. Label. Appl. author: Bernard Saxon. © 20Dec55; KK113885.

VALSPAR CORP.

Important, please deliver ... approved Home-Cote display kit no.7: Talking strip signs and talking brush signs. Paint. © Con-Ferro Paint & Varnish Division, Valspar Corp.; 20Feb56; KK115468.

Important, please deliver ... Ferro-Bond display kits no.73: Talking strip signs and do-it-yourself girls. Paint. © Con-Ferro Paint & Varnish Division, Valspar Corp.; 20Feb56; KK115469.

VANITY FAIR MILLS, INC. ©

And she'll sleep beautifully ever after ... Lingerie. (In The New Yorker, Nov. 26, 1955, p.23) Appl. author: Abbott Kimball Co., Inc. © 24Nov55; KK114199.

The chantilly lace sheath pared down and poured over a lining of crisp, shape-sustaining nylon tricot. Lingerie. (In The New Yorker, Apr. 21, 1956, p.23) Appl. author: Abbott Kimball Co., Inc. © 19Apr56; KK117264.

Collector's item in permanently pleated nylon tricot and handrun Alençon lace. Slip. (In Vogue, May 1, 1956, p.36) Appl. author: Abbott Kimball Co., Inc. © 1May56; KK117260.

En route anywhere, the most enchantingly feminine ensemble in transit, pajamas ... and a billowy, chef-collared coat. (In Harper's bazaar, May 1956, p.21) Appl. author: Abbott Kimball Co., Inc. © 1May56; KK117262.

The flowering sheath, a smooth, willowy descent of nylon tricot ... Slip. (In Mademoiselle, Mar. 1956, p.16) Appl. author: Abbott Kimball Co., Inc. © 29Feb56; KK117261.

The girl who waltzes in a cloud ... Gown & peignoir. (In Vogue, Feb. 1, 1956, p.62) Appl. author: Abbott Kimball Co., Inc. © 1Feb56; KK114197.

The legendary loveliness of lace, appliqued on net and mantled over drifts of nylon tricot. Gown, peignoir. (In Vogue, Apr. 1, 1956, p.12) Appl. author: Abbott Kimball Co., Inc. © 1Apr56; KK117265.

The mists of spring drifting in on layers of filmy nylon tricot ... Gown, peignoir & matching slip. (In Harper's bazaar, Mar. 1956, p.42) Appl. author: Abbott Kimball Co., Inc. © 1Mar56; KK117259.

Night blooming roses cultivated in the most delicately hued embroidery ... Gown & peignoir. (In Mademoiselle, Feb. 1956, p.47) Appl. author: Abbott Kimball Co., Inc. © 29Jan56; KK114195.

Only by Vanity Fair. A slip that is specially wonderful under the new sleek sheaths. (In Charm, Nov. 1955, p.33) Appl. author: Abbott Kimball Co., Inc. © 22Oct55; KK114193.

Only by Vanity Fair. A wealth of wonderful lace distinguishes this beautiful gown ... (In Vogue, Dec. 1955, p.54) Appl. author: Abbott Kimball Co., Inc. © 1Dec55; KK114196.

Only by Vanity Fair. The gift that bespeaks your personal compliments, this exquisite slip ... (In Vogue, Nov. 1, 1955, p.26) Appl. author: Abbott Kimball Co., Inc. © 1Nov55; KK114198.

Only by Vanity Fair. The so-personal gift with details of fine elegance, this slip in the new slim silhouette ... (In The Christian Science monitor, Nov. 26, 1955, p.3) Appl. author: Abbott Kimball Co., Inc. © 26Nov55; KK114200.

The slip with a beautiful figure is as delicately curved, as judiciously cut as the dress it goes under. (In The New Yorker, Feb. 11, 1956, p.13) Appl. author: Abbott Kimball Co., Inc. © 9Feb56; KK117266.

Summery drifts of nylon tricot, foamed out under a ribbon tied collar ... Gown, peignoir & matching pettiskirt. (In The Christian Science monitor, Apr. 28, 1956, p.3) Appl. author: Abbott Kimball Co., Inc. © 28Apr56; KK117263.

The underlying sheath is simply this, slim as a wand, sleek as silver, a new found perfection ... Lingerie. (In Charm, Mar. 1956, p.13) Appl. author: Abbott Kimball Co., Inc. © 22Feb56; KK117258.

Young as the springtime and fitting to perfection. Trousseau lingerie ensemble. (In Bride's magazine, spring 1956, p.45) Appl. author: Abbott Kimball Co., Inc. © 15Jan56; KK114194.

VAN KOERT, JOHN.
First edition lamps, designed by John Van Koert. SEE Rembrandt Lamp Corp.

VARICK PHARMACAL CO., INC., division of E. FOUGERA & CO. SEE Fougera (E.) & Co., Inc.

VAY, SPENCER B., sole owner, VACON PACKAGING & DISTRIBUTING CO. SEE Vacon Packaging & Distributing Co.

VENTARAMA.
Ventarama, the picture window to the sky, for twice the light, twice the ventilation. Skylight. Folder. © Paul E. Bechtold d.b.a. Ventarama; 10Mar56; KK116677.

VERSA PRODUCTS CO. ©
Versa railing; how to install it. Folder. Appl. author: Edward J. Kusel. © 20Apr56; KK116554.

VICTOR SAW WORKS, INC. ©
Use the right blade for every job. Victor Saw wall chart. Appl. author: De Witt Vander Voort. © 1Dec55; KK113707.

VIEHWEGER, H. P. d.b.a. H. P. VIEHWEGER CO. SEE Viehweger (H. P.) Co.

VIEHWEGER (H. P.) CO.
Deca-Write. Decorate your own cake. Net wt. 1/8 lb. Label. Appl. author: Donald Johannes Mackey. © H. P. Viehweger d.b.a. H. P. Viehweger Co.; 26Jan56; KK114309.

VIKING RECORDS.
The Viking; Paul Norrback, accordion artistry. TV-201. Label. Appl. author: Arthur Seifert. © Viking Records, solely owned by L. E. Laine; 16Mar56 (in notice: 1955); KK115362.

The Viking; Paul Norrback accordion artistry. TV-201-A & B. Label. Appl. author: Toini Kaartinen. © Viking Records, solely owned by L. E. Laine; 7Mar56; KK115361.

VIKING SLOANE CORP. ©
Does your house get dirty the day after it's cleaned? Cartoon. Permadox. Dirt-resistant cleaner. (In The Hartford courant, May 6, 1956, p.24E) Appl. author: Eugene Griffin. © 6May56; KK117084.

Does your house get dirty the day after it's cleaned? Muddy shoes. Permadox. Dirt-resistant cleaner. (In The Hartford courant, May 6, 1956, pt.E, p.24) Appl. author: Eugene Griffin. © 6May56; KK117085.

VITA LAWN, INC. ©
Lawn life insurance. Contents 1 fluid gallon. Liquid fertilizer. Label. Appl. author: Frank R. Johnson. © 10Oct55; KK113043.

VITALITY MILLS, INC. ©
New, Vitality dry dog food guaranteed to satisfy meat hunger or double your money back. (In The Indianapolis star, Apr. 4, 1956, p.46) Appl. author: Standart & O'Hern Advertising Agency, Inc. © 4Apr56; KK115800.

VITAMIN FOOD CO., INC. ©
The Bio-Graph devoted to therapeutics and nutrition. No.3: New concepts of optimal nutrition during the second forty years. Brewers' yeast. Mail folder. © 27Dec55; KK113008.

Vi-Ora, high potency multiple vitamin-mineral nutritional supplement. Folder. © 15Feb56; KK114942.

VITARINE CO., INC. ©
Belivron elixir with B-12 and folic acid. Vitamin tonic. Folder. Appl. author: Irving F. Shaw. © 23Jan56; KK113658.

Reserpine injection for neuropsychiatric conditions. Serpivite brand. Pharmaceutical. Folder. Appl. author: I. Franklin Shaw. © 10Apr56; KK117301.

Shortest route to nutritional recovery in B-complex deficiency, injection Superbee with B-12. Vitamin injection. Folder. Appl. author: Irving F. Shaw. © 23Jan56; KK113657.

VOGLER, GERHARD d.b.a. FEELY MANUFACTURING CO. SEE Feely Manufacturing Co.

VOLCO BRASS & COPPER CO. ©
This symbol signifies your quality source for brass, copper, bronze ... (Volco symbol) (In American metal market, Jan. 6, 1956, p.5) Appl. author: David Straus, III. © 6Jan56; KK117546.

VON STERNBERG, JULE R. & CHARLES H. ALBIN composing the firm SHOW-HOUSE. SEE Show-House.

VOSS (A. H.) CO. ©
Simplifies shower installations. Precast shower receptors. Folder. Appl. author: Arthur H. Voss. © 2Dec55; KK113070.

VULCAN MOTOR PRODUCTS, INC. ©
Increasing in popularity, ignition tune-up kits for all popular make cars including 1956 models. Form 56-T-5A. Sheet. Appl. author: Alfred C. Greene. © 22Jun56; KK117714.

New one piece ... Matched contact point sets, standard and ventilated for Ford, Chevrolet, Plymouth and all other passenger cars. 1956 ed. Form 56-60. Sheet. Appl. author: Alfred C. Greene. © 22Jun56; KK117712.

Now, Vulcan has ignition tune-up kits for all popular make cars, including 1956 models. Form 56-T-5. Sheet. Appl. author: Alfred C. Greene. © 13Mar56; KK114915.

Presenting something new for the jobber. Heater shut off valve assembly for Ford, all models 1953-56. Form 56-15. Sheet. Appl. author: Alfred C. Greene. © 15May56; KK116567.

Ventilated contact point sets for ... Ford type, Delco-Remy type, Auto-Lite type. 1956 ed. Form 56-50. Sheet. Appl. author: Alfred C. Greene. © 22Jun56; KK117713.

Vulcan vacuum chambers for auto-lite, Delco-Remy, Ford. 1956 ed. Catalog 56-12. [4 p.] Appl. author: Alfred C. Greene. © 13Mar56; KK114922.

W

WALDORF MUSIC HALL, INC. ©
Ballet moods. MH33-118. Phonograph records. Label. © 11Jun56; KK117501.

WALDORF MUSIC HALL, INC. © Cont'd.

Country and western hits. MH-33 129. Phonograph records. Label. © 11Jun56; KK117498.

Dixieland jazz. MH33-121. Phonograph records. Label. © 11Jun56; KK117500.

Dixieland jazz and Chicago. MH 33-132. Phonograph records. Label. © 11Jun56; KK117497.

8 top hits. [Dancing girl with top hat & cane] MH 3324. Phonograph records. Label. © 11Jun56; KK117504.

8 top hits. [Girl dancing alone; juke box in background] MH3327. Phonograph records. Label. © 11Jun56; KK117474.

8 top hits. [Girl dancing; fellow seated on floor, clapping hands; record player & amplifier in background] MH 3326. Phonograph records. Label. © 11Jun56; KK117473.

8 top hits. [Teenage couple dancing; drummer in background] MH3325. Phonograph records. Label. © 11Jun56; KK117472.

Gay nineties; barber shop harmonies sung by the Pilot quartet. MH 33-116. Phonograph records. Label. © 11Jun56; KK117502.

Gilbert and Sullivan operetta favorites. MH 33-110. Phonograph records. Label. © 11Jun56; KK117487.

Hit songs from hit shows - George Gershwin. MH 33-124. Phonograph records. Label. © 11Jun56; KK117499.

Holiday for lovers. MH 33 146. Phonograph records. Label. © 11Jun56; KK117478.

Honky Tonk. Knuckles O'Toole, his Honky Tonk piano and orch. MH 33-119. Phonograph records. Label. © 11May56; KK116533.

Honky Tonk piano. Knuckles O'Toole (Mr. Honky Tonk himself) and orchestra. MH 33-139. Phonograph records. Label. © 11May56; KK116534.

The Ink Spots. [Caricature of quartet singing around microphone] MH 33 152. Phonograph records. Label. © 11Jun56; KK117481.

The Ink Spots. [Quartet of men with instruments & in singing motions] MH 33 144. Phonograph records. Label. © 11Jun56; KK117489.

Moods for lovers, played by Lew White at the organ. MH 33 103. Phonograph records. Label. © 11Jun56; KK117475.

Music for your wedding day. [Bride] MH-33-134. Phonograph records. Label. © 11Jun56; KK117496.

Peanuts Hucko and the All Stars play a tribute to Benny Goodman. MH 33 153. Phonograph records. Label. © 11Jun56; KK117488.

Piano moods, played by Pauline Alpert. MH 33 115. Phonograph records. Label. © 11Jun56; KK117486.

Polka party, Charles Magnante world's greatest accordion player and his orchestra. MH 33-154. Phonograph records. Label. © 11Jun56; KK117482.

Polkas; Charles Magnante's polka party. MH-33-135. Phonograph records. Label. © 11Jun56; KK117495.

Ragtime piano, starring Willie, The Rock, Knox and his orchestra. MH33-147. Phonograph records. Label. © 11Jun56; KK117479.

Red hot & blue jazz. MH 33-141. Phonograph records. Label. © 11Jun56; KK117491.

The roaring 20's. MH 33 142. Phonograph records. Label. © 11Jun56; KK117483.

Rock and roll New Orleans blues. MH-33-136. Phonograph records. Label. © 11Jun56; KK117494.

Songs from toyland. MH 33-155A. Phonograph records. Label. © 11Jun56; KK117484.

Songs of the Golden West. MH 33 143. Phonograph records. Label. © 11Jun56; KK117490.

Songs of the South Seas, Ray Kinney and his famous Hawaiian orchestra and the Five Aloha Maids. MH 33-113. Phonograph records. Label. © 11Jun56; KK117503.

Spirituals and jubilees sung by the Deep River Boys. MH33-108. Phonograph records. Label. © 11Jun56; KK117477.

The story of Christmas; the Nativity, narrated by John Scott and sung by Lanny Ross ... MH 33-145. Phonograph records. Label. © 11Jun56; KK117485.

Twinkle tunes. MH 33-138. Phonograph records. Label. © 11Jun56; KK117493.

Waldorf Music Hall records: 8 of the world's greatest operatic arias. MH 33-104. Label. © 11Jun56; KK117476.

When Christmas comes to our house. MH 33-140. Phonograph records. Label. © 11Jun56; KK117492.

Willie, The Rock, Knox plays ragtime piano. MH 33 151. Phonograph records. Label. © 11Jun56; KK117480.

WALKER (B. B.) SHOE CO. ©

Lorraine Walker. N 743. Label. Appl. author: M. B. Claff & Sons, Inc. © 28Dec55; KK113151.

WALKER (HIRAM) & SONS, INC. ©

The best people are spreading the word about our vodka. (In The New Yorker, Jan. 21, 1956, p.91) © 19Jan56; KK113940.

The best people are spreading the word about our vodka. Man with sandwich board; Hiram Walker's vodka. (In The New Yorker, Jan. 21, 1956, p.91) Appl. author: Bob Eck. © 19Jan56; KK114120.

Cordials come beautifully gift-wrapped, just sign and give for Christmas. (In The New Yorker, Dec. 17, 1955, p.57) © 15Dec55; KK113011.

I demand Hiram Walker's vodka, as advertised in Sports illustrated of March 26. (In Sports illustrated, Mar. 26, 1956, p.2) © 24Mar56; KK115412.

I demand Hiram Walker's vodka, as advertised in The New Yorker of March 24, 1956. Bartender preparing drink for irate customer. (In The New Yorker, Mar. 24, 1956, p.43) Appl. author: Bob Eck. © 22Mar56; KK115704.

Knowledgeable people buy Imperial whiskey and they buy it by the case. (In The New Yorker, Dec. 10, 1955, p.84) © 8Dec55; KK113303.

Knowledgeable people buy Imperial whiskey and they buy it by the case. (In The New Yorker, Mar. 3, 1956, p.105) © 1Mar56; KK115271.

Our Walker's De Luxe butler thaws out Arthur Treacher. Bourbon. (In Life, Feb. 27, 1956, p.124) © 23Feb56; KK114438.

7 years smooth, 90.4 proof, Walker's De Luxe, best of the straight bourbons, by Hiram Walker. (In Life, Jan. 30, 1956, p.103) © 26Jan56; KK113941.

Vodka martinis? Has coexistence been authorized? (In Sports-illustrated, Feb. 27, 1956, p.10) © 25Feb56; KK114439.

Vodka martinis? Has coexistence been authorized? Two men at table with two huge martinis before them. (In The New Yorker, Feb. 25, 1956, p.83) Appl. author: Bob Eck. © 23Feb56; KK114895.

WALLER (BOB) BUICK, INC. ©

Bob Waller says: It pays to be our booster. Automobile sales. Sheet. Appl. author: William J. Kennedy. © 18Jun56; KK117413.

Here's the way to get your free safety-lane inspection. Automobile service. Mail folder. Appl. author: William J. Kennedy. © 31Jan56; KK113700.

Operation safety for spring. Automobile service. Mail folder. Appl. author: William J. Kennedy. © 11Apr56; KK115561.

WALTON CO. ©

Walton tap extractors. (Catalog sheet of extractors) © 12Oct55; KK116011.

WANDER CO. ©

Chocolate flavored, new, Ovalmix, the complete Ovaltine drink. Net weight eight ounces. Food supplement. Label. © 9Mar56; KK117198.

Sweet chocolate flavored instant Ovaltine, dietary supplement. Net weight six ounces. Label. © 5Dec55; KK117469.

WARD & STALNAKER. ©

Control your weight with W & S protein 90. Figure of woman on scale [half view of woman's face] Contains 360 tablets & 30 capsules. Food supplement. Package label. Appl. author: Hedden Johnson. © 15Jan56; KK115745.

Control your weight with W & S protein 90. Figure of woman on scale. 360 tablets. Food supplement. Label. Appl. author: Hedden Johnson. © 15Jan56; KK115744.

WARD BAKING CO. ©

New, Tip-Top butter pound cake. Net weight 12 oz. Label. © 1Apr56; KK115426.

WARD INDUSTRIES CORP.

Higher styles, higher priced garments ... The country's real gone for a higher standard of appearance. Laundry machinery. Folder. Appl. author: Syracuse Advertising. © Prosperity Co., Inc., division of Ward Industries Corp.; 24May56; KK117080.

Now in production, the incomparable Imperial. Laundry machinery. (In The National cleaner & dyer, Jan. 1956, p.60-61) Appl. author: Syracuse Advertising. © Prosperity Co., Inc.; 9Jan56; KK113741.

WARNER BROS. CARTOONS, INC. ©

Bugs Bunny's magic rub-off pictures. No.5375:69. Label. © 15Dec55; KK114391.

WASHINGTON STEEL PRODUCTS, INC. ©

Kitchen corner space can be better utilized with Washington revolving corner shelves. Sheet. © 21Nov55; KK114171.

One Washington Line 1211 Spotlite knob, polished brass U S 3. Label. © 16May55; KK114169.

Smooth, effortless operation with this nylon-wheeled drawer slide. The Washington Line no.2000. Sheet. © 1Nov55; KK114170.

Washington Line architectural products, cabinet hardware ... Catalog no.333. 12 p. © 15Feb55; KK113037.

Washington, the complete line of residential rolling door hardware. Catalog no.T-55. 11 p. © 15Sep55; KK113036.

WATCHMAKERS OF SWITZERLAND. ©

The Watchmakers of Switzerland Sales School-Er puzzle for jewelry store personnel. Sheet. Appl. author: Foote, Cone & Belding. © 23Apr56; KK116242.

WATERFILL & FRAZIER DISTILLERY CO. ©

The gold standard of Kentucky bourbon ... 39 years before the first gold double eagle was coined, in 1849, Waterfill and Frazier was distilled in Kentucky. (In The Seattle times, v.79, no.48, p.23) © 17Feb56; KK116024.

39 years before the first gold double eagle ... Waterfill and Frazier, the gold standard of Kentucky bourbon since 1810. (In Monopoly state review, Feb. 1956, p.4) © 17Feb56; KK116147.

WATERS (ROBERT A.) INC. ©

Mr. C. R. O. sez: Now you can have a flat without inconvenience. Electronic components. Envelope. Appl. author: Robert A. Waters. © 30Nov55; KK116732.

WAYNE KNITTING MILLS. ©

Those fabulous Belle-Sharmeer Leg-Size stockings. (In Glamour, Mar. 1956, p.54) Appl. author: John J. Finlay. © 1Mar56; KK115479.

Those heavenly Belle-Sharmeer Leg-Size stockings, fully fashioned, magi-stretch, seamless. (In Glamour, May 1956, p.12) Appl. author: John J. Finlay. © 1May56; KK116481.

Those incredible Belle-Sharmeer, Leg-Size stockings. (In Vogue, Feb. 1956, p.110) Appl. author: John J. Finlay. © 1Feb56; KK113875.

Those irresistible Belle-Sharmeer Leg-Size stockings, fully fashioned, magi-stretch, seamless. (In Vogue, June 1956, p.6) Appl. author: John J. Finlay. © 1Jun56; KK117106.

Those tantalizing Belle-Sharmeer Leg-Size stockings. (In Vogue, Apr. 1956, p.22) Appl. author: John J. Finlay. © 1Apr56; KK115480.

WEATHERLY (W. H.) CO. ©

Peanut brittle. Net wt. 16 ozs. Label. Appl. author: William Henry Weatherly, Jr. © 1Oct55; KK113500.

WEAVER (W. R.) CO. ©

For accuracy of aim, series 60 model K Weaver-Scopes, world's most used, most proved scope. Telescope sights. (In Outdoor life, Jan. 1956, p.69) Appl. author: Warren T. Mithoff. © 25Dec55; KK113044.

For fast accurate aiming and a wide field of view. Model K3. Weaver-Scopes. Telescope sights. (In Outdoor life, May 1956, p.123) Appl. author: Warren T. Mithoff. © 25Apr56; KK116278.

For varmints, targets, small game, precision shooting, Weaver-Scopes. Telescope sights. (In Outdoor life, Feb. 1956, p.111) Appl. author: Warren T. Mithoff. © 25Jan56; KK113882.

A model B4 or B6 Weaver-Scope for your .22. Telescope sights. (In Outdoor life, Mar. 1956, p.117) Appl. author: Warren T. Mithoff. © 25Feb56; KK114363.

See better, shoot better, with a Weaver-Scope on your .22. Model B4 or B6. Telescope sights. (In Field & stream, June 1956, p.125) Appl. author: Warren T. Mithoff. © 24May56; KK116830.

You'll shoot better because you'll see better. Weaver-Scopes. Telescope sights. (In Outdoor life, Apr. 1956, p.137) Appl. author: Warren T. Mithoff. © 25Mar56; KK115348.

WECO PRODUCTS CO. ©

800 germ-fighters for 60¢. Dr. West's Miracle-Tuft toothbrush. (In Life, Mar. 26, 1956, p.148) Appl. author: J. Walter Thompson Co. © 23Mar56; KK115933.

It's had a germ-fighter shot. Dr. West's Miracle-Tuft toothbrush. (In Life, Feb. 27, 1956, p.52) Appl. author: J. Walter Thompson Co. © 24Feb56; KK114608.

It's had a germ-fighter shot. Dr. West's Miracle-Tuft toothbrush. (In Look, Apr. 3, 1956, p.12) Appl. author: J. Walter Thompson Co. © 20Mar56; KK115932.

My toothbrush can lick your toothbrush anytime. Dr. West's Miracle-Tuft. (In Parents' magazine, Mar. 1956, p.4) Appl. author: J. Walter Thompson Co. © 25Feb56; KK114611.

New Dr. West's Miracle-Tuft wears a sterile mask 24 hours a day. Toothbrush. (In Life, Nov. 14, 1955, p.6) Appl. author: J. Walter Thompson Co. © 11Nov55; KK113453.

A new toothbrush with antiseptic values lasting up to 4 months in use. Dr. West's toothbrush. (In Medical digest, Aug. 1955, p.40-41) Appl. author: J. Walter Thompson Co. © 10Aug55; KK113452.

The one and only germ-fighting toothbrush. Dr. West's Miracle-Tuft. (In Extension, Feb. 1956, p.6) Appl. author: J. Walter Thompson Co. © 10Jan56; KK114609.

The one and only germ-fighting toothbrush ... Dr. West's Miracle-Tuft. (In Parents' Dec. 1955, p.4) Appl. author: J. Walter Thompson Co. © 25Nov55; KK113454.

The one and only germ-fighting toothbrush. Dr. West's Miracle-Tuft. (In Parents' magazine, Apr. 1956, p.4) Appl. author: J. Walter Thompson Co. © 24Mar56; KK115934.

Stops germs that cross its path between brushings. Dr. West's Miracle-Tuft toothbrush. (In Look, Mar. 6, 1956, p.18) Appl. author: J. Walter Thompson Co. © 21Feb56; KK114610.

Stops germs that cross its path between brushings. New germ-fighting Dr. West's Miracle-Tuft. Toothbrush. (In Life, Jan. 30, 1956, p.39) Appl. author: J. Walter Thompson Co. © 27Jan56; KK114617.

WEINBERG, MILTON t.a. HANDI-DANDY. SEE Handi-Dandy.

WEINTRAUB BROS. & CO. ©

Salute. Uniforms. Folder. v.11, no.3. © 15Dec55; KK113717.

WELDING ADVERTISING AGENCY, INC. ©

These money and time saving farm repairs made exclusively in this shop with the modern process that gives long lasting, strong welds. Original, Low Temperature Eutectic welding alloys. Chart. © 8May56; KK116599.

WELDING FITTINGS CORP. ©

Type C corrosion-resistant stub ends. Leaflet 100. Appl. author: W. S. Hill Co. © 22May56; KK117123.

WELDING PRODUCTS DIVISION, A. O. SMITH CORP. SEE Smith (A. O.) Corp.

WELLCO SHOE CORP. ©

You and Wellco come to Life with a bang. Foamtreads. (In Boot & shoe recorder, Feb. 15, 1956, p.9-12) © 15Feb56; KK114204.

WEMBLEY, INC. ©

East Indian fashions created by Wembley. Neckwear. Pamphlet. © 10Dec55; KK113456.

The elegance of Nor-East Non-Crush fabric. Neckties. (In Men's wear, Mar. 9, 1956, p.6) Appl. author: Fitzgerald Advertising Agency. © 9Mar56; KK115947.

Elegance that means good grooming. Golden House. Neckties. (In The New York times magazine, Apr. 8, 1956, p.28) Appl. author: Fitzgerald Advertising Agency. © 8Apr56; KK117083.

For men who don't like wrinkled ties: crush it, twist it, knot it, not a wrinkle. Wembley Nor-East Non-Crush. (In Life, Mar. 5, 1956, p.171) Appl. author: Fitzgerald Advertising Agency. © 1Mar56; KK115903.

It took Wembley to work such wonders of styling and color in Dacron 100 ties. (In Vogue, June 1956, p.26-27) Appl. author: Fitzgerald Advertising Agency. © 1Jun56; KK117239.

The new fashion in tie fabric. Wembley Tyrolean ties. (In Vogue, Apr. 1956, p.42-43) Appl. author: Fitzgerald Advertising Agency. © 1Apr56; KK115904.

New fashion in tie-shape, the Tear Drop shape in Dacron-100, created by Wembley. (In Esquire's apparel arts, Jan. 1956, p.13) Appl. author: Fitzgerald Advertising Agency. © 1Jan56; KK113656.

New frost-textured tie fabric to go with the new nubby-weave suits, Sun Valley, by Wembley. Neckties. (In Sports illustrated, May 14, 1956, p.72) Appl. author: Fitzgerald Advertising Agency. © 14May56; KK116607.

The real test of tie quality: crush it, twist it, knot it, not a wrinkle, Wembley Nor-East Non-Crush. Neckties. (In The Saturday evening post, Apr. 14, 1956, p.90) Appl. author: Fitzgerald Advertising Agency. © 10Apr56; KK116623.

Season after season, year after year, every Wembley tie is presold for you. (In Esquire's apparel arts, Jan. 1956, p.8-9) Appl. author: Fitzgerald Advertising Agency. © 1Jan56; KK113949.

Tie-together look flatters the new striped shirts, the new blue suits and you ... Ceylon silver. Neckties. (In Esquire, May 1956, WEMBLEY, INC. © Cont'd.

p.40) Appl. author: Fitzgerald Advertising Agency. © 10Apr56; KK115946.

Tie-together look flatters the new striped shirts, the new brown suits, and you ... Bamboo beige. Neckties. (In Esquire, Apr. 1956, p.24) Appl. author: Fitzgerald Advertising Agency. © 8Mar56; KK115438.

Tie-together look flatters the new striped shirts, the new grey suits, and you ... Bengal blue. Neckties. (In Esquire, Mar. 1956, p.126) Appl. author: Fitzgerald Advertising Agency. © 9Feb56; KK115437.

Tie-together look for wear with Ivy suits and smart new casual blazers. University Repps, by Wembley. Neckties. (In Esquire, June 1956, p.42) Appl. author: Fitzgerald Advertising Agency. © 10May56; KK117082.

To help you increase your neckwear sales. (In Daily news record, Jan. 18, 1956, p.29) Appl. author: Fitzgerald Advertising Agency. © 18Jan56; KK113652.

The unequaled tie value, crush it, twist it, knot it, not a wrinkle, Wembley Nor-East Non-Crush. (In The Saturday evening post, May 5, 1956, p.66) Appl. author: Fitzgerald Advertising Agency. © 1May56; KK116624.

Wembley announces Dacron 100, the biggest Dacron promotion in neckwear history. (In Daily news record, Jan. 10, 1956, p.28) Appl. author: Fitzgerald Advertising Agency. © 10Jan56; KK113653.

Wembley brings you Dacron-100, the biggest Dacron promotion in neckwear history. Pamphlet. © 15Dec55; KK113312.

You're right with white. Neckties. (In Collier's, Mar. 30, 1956, p.12) Appl. author: Fitzgerald Advertising Agency. © 15Mar56; KK115212.

WESTERN CONDENSING CO. ©

Now from Peebles', a hi-fat unidentified factor poultry premix. Folder. Appl. author: Richard W. Ellefson. © 27Apr56; KK116433.

U. S. P. edible crude special order lactose. Pure milk sugar. Folder. Appl. author: Richard W. Ellefson. © 8Jun56; KK117416.

WESTERN MACHINERY CO. ©

Wemco sand preparation machines for top quality sand. Bulletin no. C4-B21. 3 p. Appl. author: William F. Haddon. © 7Nov55; KK111898.

WESTERN PLASTIC PRODUCTS.

About our dance-club badges. Sheet. © Western Plastic Products, solely owned by William Earl Williams; 4Jan56; KK115878.

Carefree dancing can be yours: Plan A. Sheet. © Western Plastic Products, solely owned by William Earl Williams; 20Mar56; KK115879.

Designs you may use in special dance-club badges. Plan B. Sheet. © Western Plastic Products, solely owned by William Earl Williams; 22Jan56; KK116015.

Plan B: Western Plastic slot badges for dance clubs; price quotations for special badges; order blank. Folder. © Western Plastic Products, solely owned by William Earl Williams; 10Feb56; KK116016.

Standard dance club designs. Sheet. © Western Plastic Products, solely owned by William Earl Williams; 15Dec55; KK116017.

WESTINGHOUSE ELECTRIC INTERNATIONAL CO. ©

Operation doorbell. Electric appliances. Ad mat. © 1Feb56; KK114571.

WEYERHAEUSER SALES CO. ©

Weyerhaeuser 4-square lumber. Rafter cutting guide. Card. © 1Dec55; KK113501.

WHEATON FINANCE CO. ©

Hi there, I'm Barry Borrower. Sheet. © 5Mar56; KK114703.

WHIRLPOOL CORP. SEE Whirlpool-Seeger Corp.

WHIRLPOOL-SEEGER CORP. ©

New look in your kind of washer. Whirlpool Surgomatic with touch-button control. (In Farm journal, Nov. 1954, p.120) © Whirlpool Corp. (by merger became Whirlpool-Seeger Corp. 15Oct55); 22Oct54; KK113442.

RCA Whirlpool washers, dryers and ironers. 62 p. Appl. author: John Roy Netedu. © 9Jan56; KK114159.

WHITEHALL METAL STUDIOS, INC. ©

Distinctive Whitehall weather vanes and house signs. 19 p. Appl. author: H. J. Wenzel. © 21Feb56; KK115272.

WHITEHALL PHARMACAL CO. ©

Amazing liquid now loosens corns and calluses so they lift off easily with fingers. Freezone. (In The Wilmington news, Wilmington, N. C., Feb. 14, 1956, p.9) Appl. author: David Grayson. © 14Feb56; KK115453.

Announce new way to relieve pain of arthritis and rheumatism without pills. InfraRub. Medicinal analgesic cream. (In The Honolulu advertiser, Honolulu, Hawaii, Feb. 8, 1956, p.A2) Appl. author: Eugene Whelan. © 8Feb56; KK116409.

Asthma formula prescribed most by doctors, available now without prescription. Primatene. (In The Washington post & times herald, Washington, D. C., Feb. 20, 1956, p.30) Appl. author: Arnold Deutschman. © 20Feb56; KK114401.

Medical development acts new way to help break cycle of family cold suffering. Dristan. (In Lebanon daily news, Lebanon, Pa., Jan. 18, 1956, p.8) Appl. author: Robert G. Hughes, Jr. © 18Jan56; KK115451.

New discovery restores deep, clear breathing, relieves aches, fever of virus colds. Dristan. (In Augusta herald, Augusta, Ga., Jan. 18, 1956, p.10) Appl. author: Robert G. Hughes, Jr. © 18Jan56; KK115450.

New liniment penetrates deep, brings immediate relief to muscle aches, pains, backache. Heet. (In Aberdeen American-news, Aberdeen, S. D., Nov. 14, 1955, p.3) Appl. author: Charles Rabkin. © 14Nov55; KK113156.

New medical development calms jittery stomach nerves, relaxes stomach spasms, relieves nervous indigestion. Soothol. (In Roanoke world-news, Roanoke, Va., Jan. 11, 1956, p.2) Appl. author: Eugene F. Whelan, Jr. © 11Jan56 (in notice: 1955); KK113399.

New safe facial quality hair remover melts away masculine shadow of facial hair. Neet. Depilatory. (In Arizona days & ways magazine (The Arizona republic), Phoenix, Ariz., Feb. 26, 1956, p.27) Appl. author: David Grayson. © 26Feb56; KK114976.

New substance discovered by science, tested in cream form by noted dermatologist, reduces wrinkle depth ... Vitalesence, skin respiratory complexion cream. (In Richmond news leader, Apr. 2, 1956, p.15) Appl. author: Robert G. Hughes, Jr. © 2Apr56; KK115574.

New substance discovered by science, tested in cream form by noted dermatologist reduces wrinkle depth ... Vitalesence, skin respiratory complexion cream. (In The Evening news, Harrisburg, Pa., Apr. 2, 1956, p.12) Appl. author: Robert G. Hughes, Jr. © 2Apr56; KK115513.

New substance discovered by science, tested in cream form by noted dermatologist ... Vitalesence, skin respiratory complexion cream. (In The Evening news, Harrisburg, Pa., Mar. 21, 1956, p.27) Appl. author: Robert G. Hughes, Jr. © 21Mar56; KK115454.

New substance discovered by science, tested in cream form by noted dermatologist ... Vitalesence with Substance SRF. [Woman undergoing skin test] (In Richmond times-dispatch, Mar. 21, 1956, p.3) Appl. author: Robert G. Hughes, Jr. © 21Mar56; KK115455.

Science finds new tablet that shrinks nose tissues swollen by cold virus. Dristan. Sheet. Appl. author: Robert G. Hughes, Jr. © 27Dec55; KK116408.

Science now removes corns and calluses without cutting. Freezone. (In Longview daily news, Longview, Tex., Feb. 14, 1956, p.3) Appl. author: David Grayson. © 14Feb56; KK115452.

Special type laxative now prescribed by doctors for hemorrhoid sufferers. Petro-Syllium. (In The Evening news, Harrisburg, Pa., Nov. 14, 1955, p.5) Appl. author: Alfred Goldman. © 14Nov55; KK113155.

To women who are afraid to face the unpleasant facts about facial hair. Neet. Depilatory. (In Fun in Florida magazine (The Miami herald), Feb. 26, 1956, p.19) Appl. author: David Grayson. © 20Feb56; KK114975.

WHITMAN (STEPHEN F.) & SON, INC. ©

All soft centers, chocolate covered. One pound net. Label. © 1Mar55 (in notice: 1954); KK114103.

Almond butter crunch; chocolate covered. 6 ozs. net. Label. © 20Jun55; KK114538.

Assorted chocolates and confections. 14 ozs. net. Label. © 1Sep54; KK114544.

Assorted creams; chocolate covered. 6 ozs. net. Label. © 1Aug55; KK114533.

Assorted favorites. All bon bon style, candies. One pound net. Label. © 10Apr54; KK114543.

Be a smart Santa, give Whitman's chocolates. Whitman's Sampler, Golden Flair, fruit and nut, miniatures. (In Life, Dec. 6, 1954) © 3Dec54; KK114476.

Bon-bon coated mint sticks. 5 ozs. net. Label. © 1Aug55; KK114537.

Bon bons; chocolate and bon-bon covered. 6 ozs. net. Label. © 10Apr55; KK114542.

Brittle sticks; chocolate covered molasses. 5 ozs. net. Label. © 1Aug55; KK114539.

Caramels; chocolate covered. 6 ozs. net. Label. © 1Aug55; KK114534.

Chocolate and bon-bon covered caramels. 6 ozs. net. Label. © 4Apr55; KK114104.

Chocolate covered fruit and nut assortment. One pound net. Label. © 1Sep54; KK114545.

Choicest chocolate, choicest centers, share Whitman's magic with someone you love. (In The Saturday evening post, Oct. 16, 1954, p.18) © 13Oct54; KK114556.

Coconut bars; chocolate covered. 7 ozs. net. Label. © 1Aug55; KK114535.

Crunchy peanut sticks; chocolate covered. 5 ozs. net. Label. © 1Jul55; KK114532.

Golden Flair assorted chocolates. One pound net. Label. © 1Sep55; KK114102.

Mellow mints, bon-bon coated. 5 ozs. net. Label. © 10Apr55; KK115917.

Milk chocolates. One pound net. Label. © 1Jun53; KK114100.

Miniature chocolates. One pound net. Label. © 1Sep54; KK114099.

Miniatures. Whitman's assorted chocolates. One pound net. Label. © 29May56; KK117607.

Mint juleps, refreshingly cool mint jell with marshmallow. 6 ozs. net. Candy. Label. © 10Apr55; KK114241.

Mint pattie; chocolate covered. Net wt. 1 oz. Label. © 1Aug55; KK114101.

Mint sticks; chocolate covered. 5 ozs. net. Label. © 1Aug55; KK114536.

Nut, fruit and chewy assortment. Whitman's chocolates. One pound net. Label. © 29May56; KK117608.

Peanut clusters; chocolate covered. 5 ozs. net. Label. © 1Aug55; KK114540.

Wonder Box. Whitman's choice candies for children. Net weight 6 ozs. Label. © 1Jul55; KK114541.

WHITMAN PUB. CO. ©

Ding Dong School playtime box. Miss Frances. 2917:98. Label. © 24Oct55; KK113426.

Ding Dong School; 16 valentines to make. Created by Frances Horwich. 6065. Label. © 15Nov55; KK113422.

4 easy-do puzzles. No.4703:98. Label. © 15Dec55; KK114389.

WILCO CO. ©

Foaming Clearex, window spray, foams the dirt away. 15 ozs. net weight. Label. © 23May56; KK117108.

Wilco black tire dressing. Net contents 32 fluid ozs. Label. © 7Jun55; KK113444.

Wilco black tire dressing concentrate. Net contents one U. S. gallon. Label. © 30Jun55; KK113278.

Wilco liquid white sidewall cleaner. Net contents 1 U. S. gallon. Label. © 7May56; KK116610.

WILEMAN BROS. & ELLIOTT, INC. ©

Mr. Peach. Plant Cooled California peaches. Label. © 9Jun56; KK117611.

Mr. Plum. Plant Cooled California plums. Label. © 31May56; KK117610.

WILL & BAUMER CANDLE CO., INC. ©

Alight with friendly overtones of gaiety and enjoyment. Fine candles by Will & Baumer. (In House beautiful, June 1955, p.133) Appl. author: Barlow Advertising Agency, Inc. © 1Jun55; KK115210.

Candle fashions, by Will & Baumer. (In Harper's bazaar, Oct. 1955, p.95) Appl. author: Barlow Advertising Agency, Inc. © 10Oct55; KK115026.

Jeweled settings for the golden circle of fashion. (In Town & country, Apr. 1955, p.19) Appl. author: Barlow Advertising Agency, Inc. © 1Apr55; KK114935.

Lovely symbols of good taste and gracious living, candles by Will & Baumer. (In Vogue, Feb. 1955, p.75) Appl. author: Barlow Advertising Agency, Inc. © 1Feb55; KK115309.

Softly keyed to the moment's mood, Will & Baumer candles for the gay, the formal, the casual. (In Harper's bazaar, Apr. 1956, p.62) Appl. author: Barlow Advertising Agency, Inc. © 1Apr56; KK115737.

WILLAT, I. A. d.b.a. HEATLESS PERMANENT WAVE CO. SEE Heatless Permanent Wave Co.

WILLIAMS, ROGER C. d.b.a. WILLIAMS PRODUCTS CO. SEE Williams Products Co.

WILLIAMS (WALTER) CANDY CO. ©

Jennie Lee ... valentine sweets. Net wt. 9 oz. Label. © 11Jan56; KK113237.

WILLIAMS, WILLIAM EARL, sole owner, WESTERN PLASTIC PRODUCTS. SEE Western Plastic Products.

WILLIAMS FURNITURE CORP. ©

Decor, the new continental look in modern, by Williams Furniture Corporation. (In Retailing daily, Jan. 9, 1956, section 2, p.4-5) Appl. author: Hicks & Greist, Inc. © 9Jan56; KK113230.

WILLIAMS PRODUCTS CO.

Charm-Rite cleansing cream. Contents net 3 oz. Label. © Roger C. Williams d.b.a. Williams Products Co.; 6Jan56; KK114945.

Curl-Rite hair dressing. Contents net 3 oz. Label. © Roger C. Williams d.b.a. Williams Products Co.; 6Jan56; KK114946.

Stay-Rite hair pomade. Contents net 3 oz. Label. © Roger C. Williams d.b.a. Williams Products Co.; 6Jan56; KK114947.

WILLIAMSON-DICKIE MANUFACTURING CO. ©

Dickies Slacktime casuals; time off for good looks. (In Life, Apr. 2, 1956, p.4) Appl. author: Albert Evans, Jr. © 2Apr56; KK115809.

Dress up in Dickies Slacktime washable back-strap shorts. (In Esquire, May 1956, p.142) Appl. author: Albert Evans, Jr. © 10Apr56; KK117087.

Look good, feel good in Dickies. Action-fitted work clothes. (In Life, Feb. 13, 1956, p.47) Appl. author: Albert Evans, Jr. © 13Feb56; KK115808.

Luxury looks at low cost, Slacktime casuals. Clothing. (In Esquire, June 1956, p.168) Appl. author: Albert Evans, Jr. © 10May56; KK117033.

WILLJON CO.

Miracle acting Sum, burnt pan cleaner. Label. Appl. author: J. Willard Johnson. © Willjon Co., Inc.; 17May56; KK117619.

WILLSON-PEELE CO., a division of W. R. PEELE CO., INC. SEE Peele (W. R.) Co., Inc.

WILLYS MOTORS, INC. ©

Did you hear the story about the farmer's daughter and the Jeep? (In Time, Apr. 2, 1956, p.7) Appl. author: Norman, Craig & Kummel, Inc © 28Mar56; KK117562.

I just realized what I'd been missing. Automobiles. (In The Saturday evening post, May 15, 1954, p.115) Appl. author: Ewell & Thurber Associates. © 12May54; KK113639.

WILNER WOOD PRODUCTS CO., INC. ©

The opening wedge to fashion. Wedge heels. 5628. Pamphlet. Appl. author: Joseph Wilner. © 27Dec55; KK113435.

WILSON (A. L.) CHEMICAL CO. ©

Wilson shirt launderer's spotting guide. Card. Appl. author: John G. Schwarzmann. © 30Nov55; KK113065.

WILSON REFRIGERATION, INC. ©

Check these Wilson advantages backed by written guarantees. Bulk milk cooler. Card. Appl. author: John Powers Conde. © 10Feb56; KK114910.

Check these Wilson advantages backed by written guarantees. Rev. Bulk milk coolers. Card. Appl. author: John Powers Conde. © 17Feb56; KK115228.

WINEGARD CO. ©

Exclusive, the first multi-channel Yagi, pre-tuned to channels of your choice. TV antennas. (In Radio-electronics, Jan. 1956, p.143) Appl. author: Kenneth D. Warren. © 20Dec55; KK112988.

WINTER FILM ENTERPRISES. ©

Serpent and the cross. United Christian Artists. Records, films & filmstrips. Sheet. Appl. author: A. Roane Winter. © 3May56; KK116377.

WISS (J.) & SONS CO. ©

How to make a felt card table cover with Wiss pinking shears. Pattern no.139. Design by Eileen Brown. Appl. author: Ellington & Co., Inc. © 21Feb56; KK115229.

How to make a fish pillow, a cat pillow and a back-drop with Wiss pinking shears. Pattern no.137. Designs by Eileen Brown. Appl. author: Ellington & Co. © 31Dec55; KK114008.

How to make a kabuki collar and an obi belt with Wiss pinking shears. Pattern no.136. Designs by Eileen Brown. Appl. author: Ellington & Co., Inc. © 31Dec55; KK114009.

Wiss pinker fashions felt spats. Pattern no.133. Design by Eileen Brown. Shears. Appl. author: Ellington & Co., Inc. © 1Dec55; KK114012.

Wiss pinker fashions felt tiara. Pattern no.135. Design by Eileen Brown. Shears. Appl. author: Ellington & Co., Inc. © 1Dec55; KK114010.

Wiss pinker fashions holiday appliques. Pattern no.134. Designs by Eileen Brown. Shears. Appl. author: Ellington & Co., Inc. © 1Dec55; KK114011.

WOEHRMYER PRINT. CO. ©
Here's our paperwork. Speed Craft. Business forms. Folder. © 19Mar56; KK115877.

WOLVERINE EQUIPMENT CO. ©
Wolverine Jetzone dryer sections make curing and drying ranges ... (In Paper, film & foil converter, Mar. 1956, p.92) © 1Mar56; KK115301.

WOLVERTON, O. A. ©
Burn-Rite, an oil burner chemical cleaner for use in oil burning stoves and furnaces. Net wt. 8 oz. Label. © 1May56; KK116636.

Burn-Rite, oil burner chemical cleaner. Folder. © 1May56; KK116637.

WOMAN'S DAY, INC. ©
Danny Kaye, U. N. medic, he operates on kids' funnybones. All in one Woman's day, the A & P magazine. (In The New Yorker, June 2, 1956, p.50-51) © 31May56; KK116919.

Exclusive in May ... All in one Woman's day, the A & P magazine. (In The New Yorker, Apr. 28, 1956, p.78-79) © 26Apr56; KK116181.

WOOD (GEORGE) SONS & CO. ©
Our family tree. Red Star nursery products. Sheet. Appl. author: Nell Stolp Smock. © 1Feb56; KK113509.

See the new border. Mernized. Cotton diapers. Folder. Appl. author: Lincoln Roden, Jr. © 28Feb56; KK114453.

WOOD (J. R.) & SONS, INC. ©
Again, Artcarved points straight to PVP with another ad in Look, Sept. 20th issue ... (Artcarved's PVP puts you way ahead of your competitors) Jewelry. Direct mailer. © 30Aug55; KK114188.

Artcarved steps up the pace with another big-space ad on PVP in Look, Oct. 18th issue ... (Artcarved's PVP boosts your fall business) Jewelry. Direct mailer. © 27Sep55; KK114184.

Artcarved's PVP has another date with the young crowd, another full page ad in Seventeen, October issue ... (Artcarved's PVP outdates all other sales builders) Jewelry. Direct mailer. © 23Sep55; KK114186.

Extra profit insurance: Artcarved's next PVP ad in Life, Oct. 24 issue ... (Artcarved's PVP, life insurance for your diamond business) Direct mailer. © 14Oct55; KK114183.

PVP, hottest idea in years, will be seen by millions in Artcarved's next ad in Life, Sept. 26 issue. (Getting hotter all the time, PVP) Jewelry. Direct mailer. © 16Sep55; KK114187.

Triple impact, Artcarved again reaches the prospective brides in your town with 3 full page ads ... Jewelry. Direct mailer. © 23Sep55; KK114185.

WOOLLEY, GLENN NEWELL d.b.a. GROVE FURNACE. SEE Grove Furnace.

WOOLSEY (C. A.) PAINT & COLOR CO., INC. ©
Woolsey Cawlux Nauticolors mixing chart. (Cawlux Nauticolors color card) Folder. Appl. author: Wilbert B. Hanft. © 11Jan56; KK117432.

WORLD PUB. CO. ©
Se-quoi-a. Webster's new world dictionary of the American language, college ed. Sample page. Appl. author: Mitford M. Mathews. © 1May56; KK116742.

WORTHAM MACHINERY CO. ©
Parts assembly exchange plan. Tractor parts. Folder. © 14Feb56; KK114550.

WRIGHT & MCGILL CO. ©
It's new, the Mainliner Fre-Line reel ... to give you trouble-free fishing. Folder. Appl. author: Stanley M. Wright. © 16Dec55; KK113058.

Mr. Dealer: It's better than money in the bank when you feature Yank leader wheels ... Fishing tackle. Folder. Appl. author: Stanley M. Wright. © 28Dec55; KK112987.

Mr. Dealer: We have something for you. Eagle Claw fish hooks. Circular NL-356. Folder. Appl. author: Stanley M. Wright. © 23Feb56; KK114587.

Right-Fish lures. Circular NL-556. Folder. Appl. author: Stanley M. Wright. © 3Apr56; KK115494.

Superior quality fishing line means repeat sales. Wright & McGill 5L nylon monofilament. Folder. Appl. author: Stanley M. Wright. © 23Jan56 (in notice: 1955); KK113761.

The surest way to build your tackle sales is to have and to feature genuine American made Eagle Claw snelled hooks. Circular NL656. Folder. Appl. author: Karl E. Gerarden. © 30Apr56; KK116328.

The world's best, touch-plate, finger-tip control of line and cast. Wright & McGill Stream & Lake spinning reel. Circular FM-2. Appl. author: Stanley M. Wright. © 10Feb56; KK114066.

Wright & McGill genuine American made fishing tackle. Circular FM-1. Folder. Appl. author: Stanley M. Wright. © 24Feb56; KK114586.

WURZ (R. L.) CO. ©
Wurz-Dowagiac system for curtain wall construction. Aluminum framing. (In Great Lakes architecture, Mar.-Apr. 1956, p.12-13) Appl. author: Ray L. Wurz. © 1Apr56; KK116074.

WYLER & CO. ©
Instant bouillon makes 21 cups. Net wt. 2 7/8 oz. Label. Appl. authors: Arma S. Wyler & Norbert Schwarz. © 5Apr56; KK116613.

WYNN OIL CO. ©
You, too, can be a Wynner. Friction Proofing for: auto engine; upper cylinder & transmission. Streamer. © 7May56; KK116513.

X

X LABORATORIES, INC. ©
X Quick Flush, cooling system cleaner, works and cleans as you drive. Contents 16 U. S. fluid ounces. Label. © 9Apr56; KK116618.

XX PRODUCTS CO.
Piles destroyer. Net wt. 1 oz. Ointment. Label. © William H. Taylor d.b.a. XX Products Co.; 2May56; KK117616.

Y

YEAGER (R. N.) CO. ©
Artsand sand painting kit. Label. Appl. author: Robert N. Yeager. © 28Feb56; KK117552.

YOUNG AT HEART. SEE A. K. Young At Heart.

YOUNGSTOWN KITCHENS DIVISION, AMERICAN RADIATOR & STANDARD SANITARY CORP. SEE American Radiator & Standard Sanitary Corp.

RENEWAL REGISTRATIONS

A list, under the names of the renewal claimants, of all prints and labels for which renewal registrations were made during the period covered by this issue. Information relating to both original and renewal registrations is included in each entry. Cross-references from titles are interfiled.

AMERICAN TOBACCO CO.

Three Kings cigarettes, your tongue tells the truth. © 10Jul28; Print 11191. American Tobacco Co. (P); 20Feb56; R165129.

Your tongue tells the truth. Three Kings are different. Cigarettes. © 10Jul28; Print 11254. American Tobacco Co. (P); 20Feb56; R165128.

Your tongue tells the truth. Three Kings satisfy your smoke thirst. Cigarettes. © 12Jul28; Print 11253. American Tobacco Co. (P); 20Feb56; R165127.

BAYUK CIGARS, INC.

Bayuk Philadelphia Perfecto, it's ripe tobacco. © 1Dec28; Label 37042. Bayuk Cigars, Inc. (P); 24Feb56; R166185.

BENSON & HEDGES.

La yerba Habana. © 6Mar28; Label 34137. Benson & Hedges (P); 5Mar56; R165822.

BLATZ BREWING CO.

Hof-Brand. Malt syrup. © 15Sep28; Label 34920. Blatz Brewing Co. (P); 8Mar56; R166178.

BORDEN CO.

Horton's ice cream Buddy Bar. © 7Nov28; Label 35223. Borden Co. (P); 5Jan56; R162117.

On your way, take home a treat. Ice cream. © 10Apr28; Print 10850. Borden Co. (P); 5Jan56; R162116.

Oregon brand. Evaporated unsweetened milk. © 21May28; Label 34248. Borden Co. (P); 12Jan56; R162631.

THE BRIDGE-BOX TRUE FLAVOR ICE CREAM. SEE Hydrox Ice Cream Co., Inc.

CAROLINE BRAND. SEE Saulsbury Bros., Inc.

CHULA VISTA CITRUS ASSN.

Seaboard. Lemons. © 1Dec28; Label 35263. Chula Vista Citrus Assn. (P); 16Feb56; R164944.

COLSON, RAYMOND L.

Indian Magic plant food. © 15Feb28; Label 33929. Raymond L. Colson (P); 13Feb56; R164745.

DAYTON SPICE MILLS CO.

Old Reliable coffee. © 27Dec28; Label 35563. Dayton Spice Mills Co. (P); 16Apr56; R168445.

Old Reliable coffee. © 1Apr29; Label 35763. Dayton Spice Mills Co. (P); 26Apr56; R168960.

DELMONICO. SEE Wheeling Coffee & Spice Co.

DIXIE-DAINTY. SEE Kilgore Groves, Inc.

E. F. KEMP SALTED FILBERTS. SEE Kemp (E. F.) Corp.

E. F. KEMP SALTED PISTACHIOS. SEE Kemp (E. F.) Corp.

FALSTAFF. SEE Moceo (E. V.) Co.

FEESER'S GOLDEN SPECIALTIES. SEE Megs Macaroni Co.

GAVILAN CITRUS ASSN.

Marquita. Oranges. © 28Feb29; Label 35862. Gavilan Citrus Assn. (P); 1Mar56; R165668.

GEISLER (MAX) BIRD CO.

Pure egg bird biscuit. © 10Mar28; Label 34210. Max Geisler Bird Co. (P); 9Apr56; R168076.

GOLDEN GLOW. SEE Pabst Brewing Co.

HAPPY HOME. SEE Schwabacher Bros. & Co., Inc.

HARRIS (P. E.) CO., INC.

Peter Pan. Canned salmon. © 1Dec28; Label 36371. P. E. Harris Co., Inc. (P); 10Feb56; R165377.

HILLYARD CHEMICAL CO.

Porcelain cleaner. © 11May29; Label 36087. Hillyard Chemical Co. (P); 22Jun56; R172780.

HOF-BRAND. SEE Blatz Brewing Co.

HORTON'S ICE CREAM BUDDY BAR. SEE Borden Co.

HYDROX ICE CREAM CO., INC.

The Bridge-Box true flavor ice cream. © 9Mar28; Label 36549. Hydrox Ice Cream Co., Inc. (P); 27Feb56; R165426.

INDIAN MAGIC PLANT FOOD. SEE Colson, Raymond L.

IRVINE VALENCIA GROWERS.

Linen. Oranges. © 1Apr29; Label 35921. Irvine Valencia Growers (P); 16Apr56; R168447.

Satin. Oranges. © 1Apr29; Label 35923. Irvine Valencia Growers (P); 16Apr56; R168449.

Tweed. Oranges. © 1Apr29; Label 35920. Irvine Valencia Growers (P); 16Apr56; R168446.

Velvet. Oranges. © 1Apr29; Label 35922. Irvine Valencia Growers (P); 16Apr56; R168448.

KEMP (E. F.) CORP.

E. F. Kemp salted filberts. © 11Jun28; Label 34317. E. F. Kemp Corp. (P); 12Mar56; R166420.

E. F. Kemp salted pistachios. © 11Jun28; Label 34316. E. F. Kemp Corp. (P); 12Mar56; R166419.

KILGORE GROVES, INC.

Dixie-Dainty. Canned grapefruit. © 4Apr28; Label 34171. Kilgore Groves, Inc. (P); 28Mar56; R167344.

KLAUBER WANGENHEIM CO.

Pay Day. Tomatoes with puree from trimmings. © 1Jul28; Label 34831. Klauber Wangenheim Co. (P); 10Feb56; R164733.

Silvergate. Canned corn. © 1Jul28; Label 34829. Klauber Wangenheim Co. (P); 10Feb56; R164732.

LINEN. SEE Irvine Valencia Growers.

MARQUITA. SEE Gavilan Citrus Assn.

MEGS MACARONI CO.

Feeser's golden specialties. © 1Jun28; Label 34304. Megs Macaroni Co. (P); 1Jun56; R171429.

Naborhood. © 1Jun28; Label 34522. Megs Macaroni Co. (P); 1Jun56; R171431.

San Filippo. © 1Jun28; Label 34305. Megs Macaroni Co. (P); 1Jun56; R171430.

MOCEO (E. V.) CO.

Falstaff. Pears. © 1Aug28; Label 34836. Edward V. Moceo d.b.a. E. V. Moceo Co. (P); 20Feb56; R165132.

MOCEO, EDWARD V. d.b.a. E. V. MOCEO CO. SEE Moceo (E. V.) Co.

NABORHOOD. SEE Megs Macaroni Co.

NATIONAL. SEE National Orange Co.

NATIONAL ORANGE CO.

National. © 1May29; Label 36106. National Orange Co. (P); 21May56; KK170877.

Orchard. © 1May29; Label 36107. National Orange Co. (P); 21May56; R170878.

NORTHWOODS. SEE Robinson Syrup & Canning Co.

OCEANIC. SEE Oceanic Sales Co.

OCEANIC SALES CO.

Oceanic. Salmon. © 15Jun28; Label 34352. Oceanic Sales Co. (P); 8May56; R170513.

OLD RELIABLE COFFEE. SEE Dayton Spice Mills Co.

ON YOUR WAY, TAKE HOME A TREAT. SEE Borden Co.

ORCHARD. SEE National Orange Co.

OREGON BRAND. SEE Borden Co.

PABST BREWING CO.

Golden Glow. Corn & malt syrup. © 6Apr29; Label 35758. Pabst Brewing Co. (P); 20Apr56; R168845.

PAY DAY. SEE Klauber Wangenheim Co.

PETER PAN. SEE Harris (P. E.) Co., Inc.

PHILADELPHIA PERFECTO. SEE Bayuk Cigars, Inc. Bayuk ...

PORCELAIN CLEANER. SEE Hillyard Chemical Co.

PRINCE MACARONI MANUFACTURING CO. ©
  Prince superfine macaroni.
    © 27Jan28; Label 34196. Prince Macaroni Manufacturing Co. (P); 18Jan56; R162888.

PRINCE SUPERFINE MACARONI. SEE Prince Macaroni Manufacturing Co.

PURE EGG BIRD BISCUIT. SEE Geisler (Max) Bird Co.

ROBINSON SYRUP & CANNING CO.
  Northwoods. Cane & maple sugar syrup. © 10Jan28; Label 33923. Robinson Syrup & Canning Co. (P); 3Jan56; R162036.

SACKETT JUNIOR; CIGARS DENICOTINED. SEE Sackett Tobacco Co.

SACKETT TOBACCO CO.
  Sackett Junior; cigars denicotined.
    © 1Aug28; Label 34805. Sackett Tobacco Co. (P); 26Jun56; R172901.

SAN FILIPPO. SEE Megs Macaroni Co.

SATIN. SEE Irvine Valencia Growers.

SAULSBURY BROS., INC.
  Caroline brand. Canned peas.
    © 24Feb28; Label 34001. Saulsbury Bros., Inc. (P); 13Jan56; R162271.

SCHWABACHER BROS. & CO., INC.
  Happy Home. Yellow cling peaches.
    © 1Feb28; Label 34219. Schwabacher Bros. & Co., Inc. (P); 31Jan56; R163884.

SEABOARD. SEE Chula Vista Citrus Assn.

SILVERGATE. SEE Klauber Wangenheim Co.

STANDARD, ARROW BLEND, PURE COFFEE. SEE Standard Coffee Co., Inc.

STANDARD COFFEE CO., INC.
  Standard, Arrow Blend, pure coffee.
    © 1Jan28; Label 45520. Standard Coffee Co., Inc. (P); 3Jan56; R161838.
  Standard, fresh, Crescent Club coffee and chicory. © 1Jan28; Label 45521. Standard Coffee Co., Inc. (P); 3Jan56; R161837.

STANDARD, FRESH, CRESCENT CLUB COFFEE AND CHICORY. SEE Standard Coffee Co., Inc.

TEMPLE. SEE Utah Canning Co.

THREE KINGS CIGARETTES, YOUR TONGUE TELLS THE TRUTH. SEE American Tobacco Co.

TWEED. SEE Irvine Valencia Growers.

UTAH CANNING CO.
  Temple. Canned tomatoes.
    © 15May28; Label 34359. Utah Canning Co. (P); 4May56; R169763.
  Utah Maid. Canned tomatoes.
    © 15May28; Label 34448. Utah Canning Co. (P); 4May56; R169764.

UTAH MAID. SEE Utah Canning Co.

VELVET. SEE Irvine Valencia Growers.

WHEELING COFFEE & SPICE CO.
  Delmonico. Coffee. © 1May28; Label 34360. Wheeling Coffee & Spice Co. (P); 16Mar56; R166568.

LA YERBA HABANA. SEE Benson & Hedges.

YOUR TONGUE TELLS THE TRUTH. SEE American Tobacco Co.

YUMA MESA. SEE Yuma Mesa Fruit Growers' Assn.

YUMA MESA FRUIT GROWERS' ASSN.
  Yuma Mesa. Grapefruit. © 31Dec28; Label 36114. Yuma Mesa Fruit Growers' Assn. (P); 6Jan56; R162129.

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CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 10, PART 11B, NUMBER 2

Commercial Prints and Labels

JULY–DECEMBER
1956

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WASHINGTON : 1957

CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 10, PART 11B, NUMBER 2

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CATALOG OF COPYRIGHT ENTRIES

Third Series

Preface

The CATALOG OF COPYRIGHT ENTRIES is published by authority of sections 210 and 211 of Title 17 of the *United States Code.* Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

The *Catalog* is subdivided to represent the classes of material listed in section 5 of said Title 17. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to distinguish the classes, and the prices of the semiannual issues. The annual subscription for each part is twice the price of a single issue and the complete catalog, including all parts, may be secured on a subscription basis for $20 a year.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant, as given in the application for registration, the copyright date, the copyright registration number, etc.). Available information in the records of the Copyright Office, including information relating to subsequent changes of ownership, can be obtained upon request and upon payment to the Register of Copyrights of the fee specified in section 215 of said Title 17 ($3 for each hour of time consumed) for the conduct of a search of the records.

In the case of each registration listed, except for renewals, the deposit of a copy (or copies) of the work has been made in accordance with the provisions contained in sections 12, 13, or 215 of said Title 17, or, in the case of published three-dimensional works of art, there has been compliance with section 202.16 (a) of the regulations of the Copyright Office published in the *Code of Federal Regulations*, August 11, 1956, edition, which provides for the deposit of identifying reproductions in lieu of the work itself. Foreign works, two copies of which were deposited with a catalog card and application for registration under the waiver-of-fee provision in section 215 of Title 17 of the *United States Code*, are indicated by a zero immediately following the alphabetical symbol in the registration number.

For a more complete description of the contents of this issue of the *Catalog* see p. vii.

Orders, payable in advance, for all parts of the *Catalog of Copyright Entries* should be sent directly to the Register of Copyrights, Library of Congress, Washington 25, D. C. Orders may be placed for individual issues, as subscriptions for one or more parts, or for the complete *Catalog*, and for periods of one or more years. All orders should state clearly the title and the inclusive dates of the part wanted. Checks or money orders should be made payable to the Register of Copyrights.

The Copyright Office welcomes inquiries, suggestions and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D. C.

Table of Organization

Each part listed in the table records all current registrations in the class or classes indicated by the alphabetical symbols given. In each case the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for purposes of statistical analysis. A zero immediately following the symbol (e. g., AF0, EF0) distinguishes a foreign work deposited under the waiver-of-fee provision. The symbol R does not represent a class designated by the copyright law, but has been adopted by the Copyright Office to distinguish renewal copyright registrations. These are recorded in a separate section of those parts of the *Catalog* which cover the classes in which the works were originally registered with the exception of music. Some parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the part.

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JP	Published photographs	
JU	Unpublished photographs	
K	Prints and pictorial illustrations published in the United States	
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R	Renewal registrations	
Part 11B	Commercial Prints and Labels	1. 00
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LP	Published motion picture photoplays	
LU	Unpublished motion picture photoplays	
MP	Published motion pictures other than photoplays	
MU	Unpublished motion pictures other than photoplays	
R	Renewal registrations	

TABLE OF CONTENTS

	Page
Current Registrations	105
Renewal Registrations	197

INTRODUCTION

PART 11B lists prints and labels, published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in Class K under the symbol KK.

Each work registered is described in a main entry which includes information pertinent to the copyright claim, listed under the name of the copyright claimant. Renewals are listed under the name of the renewal claimant. The copyright symbol © following the name under which the entry is filed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper; e. g.:

> BABSON BROS. CO. ©
> Electrobrain. © 8Jan56; KK113389.

The name of the claimant is repeated in the entry whenever it is necessary to record additional information from the application not given in the heading; e. g.:

> B & C PRODUCTS CO.
> Reflective emblem. © George H. Blinco & Glenn P. Coan d. b. a. B&C Products Co.; 10Jan 56; KK113299.

References are made from the names of joint claimants. Title references are included in the renewal section.

Each main entry for currently registered works includes, in addition to the name under which it is filed, the following items of information if available and applicable:

1) Title.
2) Statement of the nature of the article of merchandise or service to which the print or label relates if not indicated elsewhere in the entry.
3) Brief physical description of the item. Labels are designated by the term "label." Prints are described by such terms as "sheet," "card," etc., or, if published in a newspaper or periodical, the name and issue date of the publication are given when the information is available either from the application or the copy.
4) Names of authors given in the application which do not appear elsewhere in the entry.
5) Name of the employer in the case of a work made for hire, if so named in the application, together with the names of the employees when given.
6) Copyright symbol ©.
7) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
8) Date of publication as given in the application.
9) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e. g., © Richard Roe & Co.; 8Jan56 (in notice: 1955); KK113000.

For renewal registrations, the main entry includes, in addition to the name or title under which it is filed, the following items of information if available and applicable:

1) Title.
2) Statement of the nature of the article to which the print or label relates if not indicated elsewhere in the entry.
3) Date of original copyright.
4) Original registration number.

5) Name of the renewal claimant followed by a statement in parentheses, usually in abbreviated form, giving the basis of the renewal claim as supplied by the claimant; e. g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co., as proprietor.
6) Date of receipt of the renewal application or fee, whichever is later.
7) Renewal registration number.

ABBREVIATIONS AND SYMBOLS

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.k.a.	—also known as
appl.	—application
©	—copyright symbol
ca.	—circa
col.	—colored
d.b.a.	—doing business as
l.	—leaf, leaves
NM	—new matter
p.	—page, pages
(P)	—proprietor of a commercial print or label
pseud.	—pseudonym
pub.	—published, publishing
rev.	—revised
t.a.	—trading as
v., vol(s)	—volume, volumes

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

July–December 1956

Commercial prints and labels	4,176
Renewals	17

The figures represent the number of registrations for commercial prints and labels for July–December 1956, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Each registration is entered under the name of the copyright claimant. Cross-references from other names associated with the claim of copyright are interfiled.

A

A. & J. STERILIZER CONTROL CO.

A. and J. sterilizer controls. Triple action, one unit. Folder. © Andrew Forrest Buckley & Jennie Coleman Buckley d.b.a. & sole owners of A. & J. Sterilizer Control Co.; 15Aug56; KK119028.

A-1 MANUFACTURING CO. ©

See-worthy for every wear. Jackets & slacks for men. A-1 Angeles Suppldrape Blendenims. (In Esquire, Apr. 1956, p.42CC) Appl. author: Harvey Waldman & Associates. © Tobias Kotzin d.b.a. A-1 Manufacturing Co.; 8Mar56; KK121892.

Your Angeles Pegger treasure hunt for knowledge promotion for back-to-campus. Clothing. Folder. © 6Jul56; KK118034.

ABBOTT LABORATORIES. ©

Caspa prescriba Selsun. Pharmaceuticals. Folder. Appl. author: Thomas S. Bird. © 7May55; KK120504.

Dayamin Emulsion para Ninos. Pharmaceuticals. Folder. Appl. author: Thomas S. Bird. © 26Aug55; KK120503.

Don Sedentario. Dayamineral Filmtab. Pharmaceuticals. Folder. Appl. author: Thomas S. Bird. © 15May56; KK119658.

From simple insomnia to manic psychosis, whenever a patient needs prompt, effective sedation, you're sure when you prescribe short-acting Nembutal. Pharmaceuticals. Folder. Appl. author: C. S. Downs. © 29Jun56; KK118727.

Nueva Pantomicina Filmtab. Pharmaceuticals. Folder. Appl. author: Thomas S. Bird. © 9Dec54; KK120505.

The plus that makes the difference. Filmtab Iberol; Sur-Bex with C. Pharmaceuticals. Folder. Appl. author: C. S. Downs. © 4Jun56; KK117819.

Support their corrective dietaries with a Dayalet a day. Print no. 606503. Pharmaceuticals. Folder. Appl. author: C. S. Downs. © 11Sep56; KK119493.

Worried days, sleepless nights? Calmer days, more restful nights ... with Filmtab Nembu-Serpin. Print no.608506. Pharmaceuticals. Folder. Appl. author: C. S. Downs. © 17Sep56; KK119627.

ABSORENE MANUFACTURING CO. d.b.a. MODEL 'N MOLD CO. SEE Model 'N Mold Co.

ACCURATE STEEL RULE DIE MANUFACTURERS. ©

Greeting card manufacturers & publishers are saying the best buy is an Accurate steel rule die. Folder. Appl. author: Erhardt K. Scott. © 15Sep56; KK119734.

It's no puzzle to toy manufacturers and publishers. Folder. Appl. author: M. Lee Scott. © 15Nov56; KK121156.

Tag and label manufacturers know. Folder. Appl. author: M. Lee Scott. © 28Sep56; KK120099.

There's a reason why, printers. Folder. Appl. author: E. Kenneth Scott. © 26Nov56; KK121391.

ACHESON INDUSTRIES, INC. ©

Dag colloidal dispersions for high-temperature lubrication. Bulletin no.423. Folder. Appl. author: Thomas A. Treleaven. © 1Nov56; KK120927.

ACTON MANUFACTURING CO. ©

Install them in a jiffy for Pre-Mix profits. The 252 counter model under bar unit. Beverage cooler. Sheet. Appl. authors: Grant M. Acton and Robert Bernard. © 24Sep56; KK121256.

Pre-Mix at its best with the new 250 Acton. 75 lbs. each. Beverage cooler. Sheet. Appl. authors: Grant M. Acton and Robert Bernard. © 24Sep56; KK121255.

ADASQUARE CO. ©

Head of Christ, by Miriam Rodier. Hobby kit. Post card. © 22Aug56; KK119088.

Madonna and Child, by Miriam Rodier. Hobby kit. Post card. © 2Aug56; KK119089.

ADLER, ALBERT t.a. ADMARK. SEE Admark.

ADLER SILHOUETTE LETTER CO. ©

Famous low cost Sectionad. Adler changeable letter display. Sheet. Appl. author: James Arnsfield. © 7Jul56; KK118607.

ADMARK.

New, exciting, colorful, genuine scarab watch attachments. Display card. © Albert Adler t.a. Admark; 6Sep56; KK121666.

Smash hit in watch attachments, featuring 1st quality European scarabs, soldered links. (In Jewelers' circular-keystone, Oct. 1956, p.137) © Albert Adler t.a. Admark; 1Oct56; KK121665.

AEROQUIP CORP. ©

3200 series self-sealing couplings for 3000 psi. hydraulic systems. AEB-14. Folder. © 13Sep56; KK121649.

2800 compressor discharge hose. IEB-9-A. 4 p. NM: "revision of IEB-9, layout changed and more information added." © 31Jul56; KK121648.

2550 truck air brake hose and socketless fittings. IEB-19. 4 p. © 29Jun56; KK121650.

AGRICULTURAL SPECIALTIES. ©

Malrin 55 o/o insecticide concentrate. Contents: one gallon. Label. Appl. author: Thurmond A. Williamson. © 16Aug56; KK119247.

Poultone poultry insecticide. Contents: one quart. Label. Appl. author: Thurmond A. Williamson. © 7Aug56; KK119246.

Super-Mal 50 o/o malathion insecticide concentrate. Contents: one gallon. Label. Appl. author: Thurmond A. Williamson. © 10Aug56; KK119245.

AIR DEVICES, INC. ©

Agitair high pressure terminals. Air conditioning. 15 p. Appl. author: Cortland N. O'Day. © 26Nov56; KK121747.

Agitair stripline air diffusers. 15 p. Appl. author: Cortland N. O'Day. © 7Mar56; KK118113.

AIRCRAFT-MARINE PRODUCTS, INC. ©

A-MP double action hand tool no. 47745 for I. B. M. F crimp terminals. IS-1586. Rev. 7-20-56. Sheet. © 12Jul56; KK119862.

A-MP double action hand tools. I.S. 1551. Rev. 1-5-56. Sheet. © 2Mar56; KK118939.

A-MP double action hand tools. Instruction sheet no.IS-1555. Cat. nos.48431 & 48430. Rev. 5-25-56. © 19Jun56 (in notice: 1955); KK118940.

A-MP hand hydraulic tool. IS-1491. Sheet. © 12Sep56; KK119863.

A-MP heavy head hand tools with locator for terminals & connectors. I.S.-1251. Sheet. © 12Aug56; KK119861.

A-MP solderless terminals and connectors. Folder. © 25Jun56; KK118934.

Ampli-Bond & aluminum applications. Instruction sheet no.IS-1567. © 8Mar56; KK118932.

Ampli-Bond & aluminum applications. Instruction sheet no.IS-1568. © 8Mar56; KK118931.

Grandpa Champ's electrical safety rules. Special Superchamp electrical wiring kit. Sheet. © 22Jun56; KK118930.

AIRCRAFT-MARINE PRODUCTS, INC ©
Cont'd.

Instructions for use of A-MP Certi-Lok tool. Instruction sheet no. IS-1581. © 11Jan56 (in notice: 1955); KK118938.

Solistrand crimping head. Instruction sheet no.IS-1563. Rev. 12-27-55. © 10Jan56 (in notice: 1955); KK118937.

Splicing shielded cable using A-MP hand tools; special instructions, 311-32. Rev. 4-27-56. Sheet. © 16May56; KK118935.

Splicing shielded cable using A-MP hand tools; special instructions, 311-49. Sheet. © 16May56; KK118936.

These are the jobs Grandpa Champ can do in the home and workshop. Super Champ hand tool. Folder. © 15Jun56; KK118933.

These are the jobs Grandpa Champ can do in the home and workshop. Super Champ hand tools. Folder. © 25Oct56; KK121654.

Wanted, you, Mr. Young Engineer, to enter the field of solderless wire termination. Sheet. © 11Jun56; KK118929.

What's a pound worth to you? A-MP's miniaturized power packs. Folder. © 14Sep56 (in notice: 1955); KK119864.

AIRTRONIC RESEARCH, INC. ©

Datakors are now available to industry. Electronic memory cores. Sheet. © 21Mar56; KK117827.

ALADDIN INDUSTRIES, INC. ©

Aladdin, best buy, Wide Mouth vacuum bottle, for man-size meals on the job. (In Parade, Jan. 29, 1956, p.2) Appl. author: William Hart Adler, Inc. © Aladdin Industries; 28Jan56; KK120091.

All new Aladdin Thermo-King rustproof aluminum vacuum bottle. (In Life, Oct. 17, 1955, p.113) Appl. author: William Hart Adler, Inc. © 17Oct55; KK118466.

Bring a spoon, we've got Aladdin, wide mouth, vacuum bottles. (In Parents' magazine, July 1956, p.75) Appl. author: William Hart Adler, Inc. © 25Jun56; KK119297.

New, Aladdin Thermo-King rustproof aluminum vacuum bottle and lunch kit. (In This week magazine, Nov. 13, 1955, p.17) Appl. author: William Hart Adler, Inc. © 13Nov55; KK118807.

Send 'em off happy as larks with mom-prepared lunches in Aladdin school lunch kits. (In Woman's home companion, Sept. 1956, p.54) Appl. author: William Hart Adler, Inc. © 16Aug56; KK120256.

Some like 'em hot, some like 'em cold, but everybody votes for the original Aladdin Best-Buy wide mouth vacuum bottle. (In The Saturday evening post, July 28, 1956, p.90) Appl. author: William Hart Adler, Inc. © 28Jul56; KK118808.

The winner and sales champion. Vacuum bottles. (In Hardware retailer, June 1956, p.147-150) Appl. author: William Hart Adler, Inc. © 15Jun56; KK119296.

ALBERS MILLING CO. ©

Cheer up, old friend, there's no substitute for the rich red meat in Friskies. Be sure your dog is getting a balanced diet. (In Life, Oct. 24, 1955, p.117) © 24Oct55; KK119253.

A frisky dog is fun to be with. Friskies provides up to twice the nourishment of low-quality dog foods. (In Life, Nov. 14, 1955, p.5) © 14Nov55; KK119401.

ALBIN, CHARLES H. & JULE R. VON STERNBERG forming the partnership SHOW-HOUSE. SEE Show-House.

ALCO MANUFACTURING CORP. ©

Alco fits all refill. Fits all standard ball point pens. Label. © 22Jun56; KK118422.

ALDEN COMFORT MILLS. ©

Recover and mothproof down comforts before storing them for the summer. Bedding service. (In House beautiful, July 1956, p.27) © 20Jun56; KK118058.

ALL AMERICAN FOOD SUPPLEMENT CO.

A potent vitamin, mineral food supplement. 90 tablets. Label. © Anthony Ted Spano d.b.a. All American Food Supplement Co.; 12Oct56; KK120472.

ALLEGHANY PHARMACAL CORP. ©

Announcing the most powerful, yet safe reducing drug ever released for public use. Hungrex with P.P.A. (In the Charleston gazette, Nov. 14, 1956, p.30) © 14Nov56; KK121158.

ALLEN (MARK) CO. ©

Prep, instant whisker wilter. New undercoat takes fight out of whiskers. 2.9 oz. net wt. Label. Appl. author: William A. Boyd. © 3Aug56; KK119965.

Prep Whisker Wilter, shave magic for electric shavers. 3 fluid ozs. Label. Appl. author: William A. Boyd. © 3Aug56; KK121235.

ALLIED GRAPHIC PRESENTATIONS, INC. ©

Young world fashions. Fall 1956. Meet Mr. Noodle and Henrietta, the fashion minded canines. Clothes. 34 p. Appl. author: Salie Wyker. © 13Jul56; KK118965.

ALLIED RESIN PRODUCTS CO. ©

Coating and molding with Fiberglas. 23 p. Appl. author: Paul C. Coolidge. © 1Feb56; KK119416.

ALLIGATOR CO. ©

Alligator, the coat you'll live in. (In Esquire, Nov. 1956, p.36-37) Appl. author: Ruthrauff & Ryan, Inc. © 5Nov56; KK120342.

For unmistakable elegance, Alligator, the coat you'll live in, rain, sun, cold. (In Esquire, Oct. 1956, p.24-25) Appl. author: Ruthrauff & Ryan, Inc. © 5Oct56; KK120343.

ALLIS-CHALMERS.

All muscle, no fat. 4 plow WD-45 tractor. (In Capper's farmer, Dec. 1956, p.2 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © Allis-Chalmers Manufacturing Co. (in notice: Allis-Chalmers, Farm Equipment Division); 20Nov56; KK121444.

ALLISON, J. B. ©

Fortified peat from the mineral laden Rockies. Weight 50 lbs. Label. © 12Mar56; KK121029.

ALLSTATE INSURANCE CO. ©

Flipped by a flapjack. (In The Saturday evening post, Sept. 22, 1956, p.100) © 15Sep56; KK119591.

Now from Allstate, a policy designed to give you the greatest auto insurance protection in history. (In Life, Sept. 17, 1956, p.72) © 13Sep56; KK119598.

Now, from Allstate, a policy designed to give you the greatest auto insurance protection in history. Crusader policy. (In The Saturday evening post, Nov. 3, 1956, p.147) © 25Oct56; KK120777.

Trapped on a hunting trip. (In The Saturday evening post, Nov. 17, 1956, p.132) © 7Nov56; KK121077.

Whatever happens, you're in good hands with Bill Armstrong of Long Beach, Calif. (In The Saturday evening post, Sept. 22, 1956, p.101) © 15Sep56; KK119590.

Whatever happens, you're in good hands with Dick Galloway of Rock Hill, South Carolina. (In The Saturday evening post, Nov. 17, 1956, p.133) © 7Nov56; KK121076.

ALPHA MOLYKOTE CORP. ©

Sporting goods dealers. Be a Molykote lubricant dealer. Folder. Appl. author: Alfred Sonntag. © 8May56; KK117825.

AL-RE-KA PRODUCTS, INC. ©

Announcing 2 aluminum inventions to make ladders safer, easier & more comfortable to use. Post card. Appl. author: J. Jay Fuller. © 26Jul56; KK118421.

ALSTON JEWELERS & MANUFACTURERS.

Alston Jewelers and Mfg., where quality and service prevail. Kneeling woman holding diamond. Letterhead. © Alston Jewelers & Manufacturers, solely owned by Peter G. Livingston; 15Sep56; KK120305.

ALTHEIMER & BAER, INC. ©

America's complete new kitchen workshop. Dormeyer, mixer, grinder, juicer, white porcelain enamel, steel table and stool, free. (In Pictures (St. Louis post-dispatch), July 8, 1956, p.4) Appl. author: Milton L. Altheimer. © 8Jul56; KK120626.

Ladies, look at this value: 4 compartment wall cabinet plus removable range hood. Appl. author: Milton L. Altheimer. © 6Sep56; KK120628.

Never before so low ... Ping-pong, table tennis and utility serving table. (In The Courier-journal magazine, June 10, 1956, p.31) Appl. author: Milton L. Altheimer. © 10Jun56; KK119097.

New, Dormeyer Fri-Way, immersible, electric skillet. Appl. author: Milton L. Altheimer. © 27Sep56; KK120630.

Portable, electric, professional, new, high speed, Dormeyer power saw plus all steel carrying case; 6 1/2 inch saw blade. (In The Cincinnati pictorial enquirer, Oct. 7, 1956, p.46) Appl. author: Milton L. Altheimer. © 7Oct56; KK120629.

Professional quality ... 111 piece socket wrench and tool set. (In Orlando evening star, May 30, 1956, p.7) Appl. author: Milton L. Altheimer. © 30May56; KK119095.

Rainbow color-mist, unbreakable Melamine dinnerware, service for 8; 53 pieces. (In The Lorain journal) Appl. author: Milton L. Altheimer. © 12Jul56; KK120624.

67 piece American Flyer electric elevated trestle train set, $69.60. Appl. author: Milton L. Altheimer. © 19Sep56; KK120625.

Special purchase sale at Barrett's ... 9 x 12 sculptured jacquard Wilton rugs, $49.95. Appl. author: Milton L. Altheimer. © 13May56; KK119096.

Special sale at Ideal Jewelers ... All-Timer roll-e-coaster. Toy furniture. (In Waterbury American, June 4, 1956, p.16) Appl. author: Milton L. Altheimer. © 4Jun56; KK119094.

3 ways to buy ... De luxe Gamester 12-gauge shotgun. (In The Courier-journal magazine, Aug. 19, 1956, p.40) Appl. author: Milton L. Altheimer. © 19Aug56; KK120627.

ALTNOW, GEORGE G.
Pacific Wire-Grams. SEE Pacific Wire Works Co.

ALTON BANKING & TRUST CO. ©
All you have to do is open the door. New Wedge Bank Pay 'N Save plan. (In Alton evening telegraph, Alton, Ill., Sept. 10, 1956, p.5) Appl. author: Lawrence Keller, Jr. © 10Sep56; KK121168.

If you can't save, we have news for you. New Wedge Bank Pay 'N Save plan. (In Alton evening telegraph, Alton, Ill., Sept. 5, 1956, p.26) Appl. author: Lawrence Keller, Jr. © 5Sep56; KK121165.

If you've got a minute, we've got the money. New Wedge Bank Pay 'N Save plan. (In Alton evening telegraph, Alton, Ill., Sept. 22, 1956, p.18) Appl. author: Lawrence Keller, Jr. © 22Sep56; KK121162.

It's easy to save when you let us do it for you. The Wedge Bank's new Pay 'N Save plan. (In Alton evening telegraph, Alton, Ill., Sept. 20, 1956, p.21) Appl. author: Lawrence Keller, Jr. © 20Sep56; KK121173.

No pain, no money down, no strain. The Wedge Bank's new Pay 'N Save plan. (In Alton evening telegraph, Alton, Ill., Sept. 15, 1956, p.18) Appl. author: Lawrence Keller, Jr. © 15Sep56; KK121170.

Now saving is easy. Newest, most modern plan. Wedge Bank Pay 'N Save plan. (In Alton evening telegraph, Alton, Ill., Sept. 17, 1956, p.5) Appl. author: Lawrence Keller, Jr. © 17Sep56; KK121171.

Now you can have a $300 savings account. New Wedge Bank Pay 'N Save plan. (In Alton evening telegraph, Alton, Ill., Sept. 4, 1956, p.20) Appl. author: Lawrence Keller, Jr. © 4Sep56; KK121163.

Pan out a fortune at the Wedge Bank. Pay 'N Save plan. Label. Appl. author: Lawrence Keller, Jr. © 8Sep56; KK121164.

Quicker than you can say Wedge Bank. Pay 'N Save plan. (In Alton evening telegraph, Alton, Ill., Sept. 19, 1956, p.17) Appl. author: Lawrence Keller, Jr. © 19Sep56; KK121172.

Strike it rich. Join Pay 'N Save. (In Alton evening telegraph, Alton, Ill., Sept. 8, 1956, p.20) Appl. author: Lawrence Keller, Jr. © 8Sep56; KK121167.

Why is everyone talking about Pay-N-Save? (In Alton evening telegraph, Alton, Ill., Sept. 12, 1956, p.4) Appl. author: Lawrence Keller, Jr. © 12Sep56; KK121169.

You'll hit pay dirt, with the new Wedge Pay 'N Save plan. (In Alton evening telegraph, Alton, Ill., Sept. 6, 1956, p.5) Appl. author: Lawrence Keller, Jr. © 6Sep56; KK121166.

ALTON BOX BOARD CO. ©
Double wall corrugated box requirements. (Rule 41 calculator) Card. © 5Nov56; KK121146.

ALUMINUM CO. OF AMERICA. ©
Forecast: There's a world of aluminum in the wonderful world of tomorrow. (In Greater Pittsburgh, June 1956, p.14) © 1Jun56; KK119229.

ALUMINUM SPECIALTY CO. ©
Another original by Alumode. Party Cake House Mold. Label. Appl. author: Henri, Hurst & McDonald, Inc. © 9Jul56; KK118737.

How to create and decorate clever Party Cakes easily. Alumode. Cake molds. 29 p. Appl. author: Henri, Hurst & McDonald, Inc. © 22Oct56; KK120500.

How to create & decorate Party House Cakes. Another original by Alumode. Label. Appl. author: Henri, Hurst & McDonald, Inc. © 22Oct56; KK120506.

It's easy to bake a Party Cake House with new Party Cake House Alumode mold and your favorite ready-mix. (In Life, Oct. 29, 1956, p.105) Appl. author: Henri, Hurst & McDonald, Inc. © 29Oct56; KK120497.

Party cake house mold. Four slotted sections. Label. Appl. author: Henri, Hurst & McDonald, Inc. © 1Aug56; KK119259.

AMALGAMATED SUGAR CO. ©
Energy Ernie, by Irwin Caplan. Aha, me proud beauty, I have you in my power. White Satin sugar. (In Oregon daily journal, May 24, 1956, section 2, p.17) © 24May56; KK118098.

Energy Ernie, by Irwin Caplan. C'mon, baby, cast off with an old salt. White Satin sugar. (In Oregon daily journal, Apr. 19, 1956, section 2, p.14) © 19Apr56; KK118100.

Energy Ernie, by Irwin Caplan. Ernie, I'm never going hiking with you again. White Satin sugar. (In Oregon daily journal, May 17, 1956, section 2, p.2) © 17May56; KK118102.

Energy Ernie, by Irwin Caplan. How (yawn) awful. White Satin sugar. (In Oregon daily journal, May 10, 1956, section 2, p.12) © 10May56; KK118101.

Energy Ernie, by Irwin Caplan. Quick, Ernie, do something. White Satin sugar. (In Oregon daily journal, Apr. 26, 1956, section 2, p.4) © 26Apr56; KK118103.

Energy Ernie, by Irwin Caplan. Snap off the siesta, Ernie. White Satin sugar. (In Oregon daily journal, May 3, 1956, section 2, p.8) © 3May56; KK118099.

AMERICAN ARTS & CRAFTS, INC. ©
Fifi the fire fly. A Glo-Go toy. Label. © 20Jul56; KK118568.

AMERICAN BANKERS ASSN. ©
Saving your way to happiness. Pamphlet. Appl. author: G. Edwin Heming. © 12Sep56; KK121663.

AMERICAN BEAUTY COVER CO. ©
American Beauty line loose leaf covers. Folder. © 1Jul56; KK120773.

American Beauty line telephone directory covers and magazine covers. Folder. © 1Jul56; KK120774.

AMERICAN BLOWER CORP. ©
American Blower gas-fired unit heaters for commercial and industrial heating. Form 8617. Folder. Appl. author: Arthur Winfield Hanigan. © 8Aug56; KK119476.

Gas heating in your plans? Form 8717. Folder. Appl. author: Arthur Winfield Hanigan. © 8Aug56; KK119477.

AMERICAN BREWERY, INC. ©
American beer fishing derby report. A real success story for Maryland. (In The Sun sports, Baltimore, Sept. 20, 1956, p.19) Appl. author: Van Sant, Dugdale & Co., Inc. © 19Sep56; KK119794.

Award. Gold award, Brewers' Association of America. (In The Baltimore news-post, Dec. 5, 1956, p.48) Appl. author: Van Sant, Dugdale Co., Inc. © 5Dec56; KK121612.

Catch Diamond Jim. Win $25,000. American Beer fishing derby, July 2nd thru September 14th. (In The Baltimore news-post, Aug. 20, 1956, p.24) Appl. author: Van Sant, Dugdale & Co., Inc. © 20Aug56; KK119244.

Fact. Gold award, Brewers' Association of America. (In The Baltimore evening sun, Dec. 3, 1956, p.36) Appl. author: Van Sant, Dugdale Co., Inc. © 3Dec56; KK121611.

Fish for fun and prizes. Catch Diamond Jim ... American beer fishing derby, July 2nd through Sept. 14th. (In News-post, Baltimore, July 2, 1956, p.27) Appl. author: Van Sant, Dugdale & Co., Inc. © 2Jul56; KK117989.

Hello, Centreville, catch me if you can. Catch Diamond Jim, win $25,000: American beer fishing derby. (In Queen Anne's record-observer, Aug. 30, 1956, p.2) Appl. author: Van Sant, Dugdale & Co., Inc. © 30Aug56; KK119453.

Hello, Diamond Jim, you're still here and still worth $25,000 ... American beer's fishing derby. (In News-post, Baltimore, Sept. 13, 1956, p.31) Appl. author: Van Sant, Dugdale & Co., Inc. © 13Sep56; KK121059.

Sparkling light, diamond bright. Ask for diamond bright American beer. (In Baltimore Orioles baseball program, 1956, p.4) Appl. author: Van Sant, Dugdale & Co., Inc. © 20Jun56; KK118243.

$25,000 reward: Wanted - Diamond Jim. American beer fishing derby. (In The Baltimore Afro-American, July 24, 1956, p.8) Appl. author: Van Sant, Dugdale & Co., Inc. © 24Jul56; KK118758.

We are proud; Brewer's Association of America, the Gold Award. (In Baltimore evening sun, Nov. 19, 1956, p.49) Appl. author: Van Sant, Dugdale Co., Inc. © 19Nov56; KK121848.

AMERICAN GREASE STICK CO. ©
Flash. Now available new clear type RuGLYDE rubber lubricant. Sheet. © 18Apr56; KK118507.

AMERICAN LEGION. ©
The new official sport shirt for Legionnaires ... Mail folder. Appl. author: C. A. Morris. © 10Sep56; KK119601.

AMERICAN MACHINE & METALS, INC.

Set your formula for lower costs with Troy laundry machinery. Mail folder. Appl. author: Jim Condon. © Troy Laundry Machinery Division, American Machine & Metals, Inc.; 4Sep56; KK119467.

What's the true measure of value in laundry machinery? Mail folder. Appl. author: Jim Condon. © Troy Laundry Machinery Division, American Machine & Metals, Inc.; 4Sep56; KK119466.

AMERICAN MAT CORP. ©

An outstanding product developed by the oldest name in heavy duty safety floor products. Tweed Rubber Tile. Mail folder. Appl. author: Harold Wendt. © 17Jul56; KK118580.

AMERICAN METER CO., INC. ©

How you benefit with accurate metered LP-gas. Folder. Appl. author: Dale N. Harris. © 1Aug56; KK118887.

AMERICAN MOLASSES CO. ©

Milk-'n-molasses, m-m-m-m-m, delicious. Grandma's old fashioned, unsulphured molasses. Folder. © 27Aug56; KK119868.

AMERICAN MUTUAL LIABILITY INSURANCE CO. ©

Some suburbanites get carried away, says Mr. Friendly. (In Time, Oct. 17, 1955, p.53) Appl. author: Compton Advertising, Inc. © 12Oct55; KK119652.

AMERICAN PFAFF CO. ©

Announcing a brand new automatic portable. Sewing machine. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 15Aug56; KK119326.

AMERICAN POTATO CO. ©

New, Whipp Instant Idaho mashed potato. 6 lbs. net wt. Contents equal to 40 pounds raw potatoes. Canned dehydrated potatoes. Label. © 4Aug55; KK118715.

AMERICAN RADIATOR & STANDARD SANITARY CORP.

From old kitchen to new for only $5.95 a week. Youngstown Kitchens for that new home look. (In The American home, Aug. 1956, p.35) Appl. author: Brooke, Smith, French & Dorrance. © Youngstown Kitchens Division of American Radiator & Standard Sanitary Corp.; 16Jul56; KK118231.

It's easy to own your new Youngstown Kitchen. (In Good housekeeping, Sept. 1956, p.213) Appl. author: Brooke, Smith, French & Dorrance, Inc. © Youngstown Kitchens Division, American Radiator & Standard Sanitary Corp.; 18Sep56; KK119807.

It's National Home Week ... See why the best builders in your community feature Youngstown Kitchens. (In Living for young homemakers, Sept. 1956, p.29) Appl. author: Brooke, Smith, French & Dorrance. © Youngstown Kitchens Division, American Radiator & Standard Sanitary Corp.; 17Aug56; KK119214.

The new-home look for your home. Imagine your own color-gay Youngstown Kitchen for less than a dollar a day. (In The Progressive farmer, Nov. 1956, p.3 of cover) Appl. author: Brooke, Smith, French & Dorrance, Inc. © Youngstown Kitchens Division, American Radiator & Standard Sanitary Corp.; 16Oct56; KK120534.

Why you see quality-built Youngstown Kitchens in thousands of the finest new homes. (In The Progressive farmer, Aug. 1956, p.65) Appl. author: Brooke, Smith, French & Dorrance, Inc. © Youngstown Kitchens Division, American Radiator & Standard Sanitary Corp.; 24Aug56; KK119314.

AMERICAN SISALKRAFT CORP. ©

Motifs in pure copper with copper armored Sisalkraft. Folder. Appl. author: Sutherland-Abbott. © 24Jul56; KK119622.

Strong, durable Sisalkraft reenforced paper products. Folder. Appl. author: Sutherland-Abbott Advertising Agency. © 1Oct56; KK120515.

AMERICAN TOBACCO CO. ©

B-b-but, lady, it's c-cold in here. Give the Big 4 room to move, they'll help move all your cigarettes. Luckies, Pall Mall, Herbert Tareyton, Filter tip Tareyton. (In Progressive grocer, July 1956, p.143) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jul56; KK119012.

Building soils for better burley. No.65. (In The Kentucky farmer, Sept. 1956, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 1Sep56; KK119362.

But, madam. If you'd just let me explain. Give the Big 4 room to move, they'll help move all your cigarettes. Luckies, Pall Mall, Tareyton, Filter tip Tareyton. (In Progressive grocer, Mar. 1956, p.144) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Mar56; KK119014.

The contents of these packages prove the value of modern scientific research. Filter tip Tareyton, Pall Mall, Lucky Strike, Hit Parade, Herbert Tareyton. (In Kentucky farmer, Dec. 1956, p.3) Appl. author: Carl Camenisch Advertising, Inc. © 1Dec56; KK121834.

The contents of these packages prove the value of modern scientific research. Filter tip Tareyton, Pall Mall, Lucky Strike, Hit Parade, Herbert Tareyton. (In The Southern planter, Dec. 1956, p.3) Appl. author: Carl Camenisch Advertising, Inc. © 1Dec56; KK121679.

Cooperation in research improves burley tobacco. No.67. (In The Kentucky farmer, Nov. 1956, p.3) Appl. author: Carl Camenisch Advertising, Inc. © 1Nov56; KK121051.

Cooperation in research improves flue-cured tobacco. No.62. (In The Southern planter, Nov. 1956, p.13) Appl. author: Carl Camenisch Advertising, Inc. © 1Nov56; KK121050.

Discriminating smokers prefer Herbert Tareyton with the genuine cork tip. Girl archer. (In Collier's, Oct. 12, 1956, p.83) Appl. author: The M. H. Hackett Co. © 27Sep56; KK119971.

Discriminating smokers prefer Herbert Tareyton with the genuine cork tip. Girl with water skiis. (In Collier's, Aug. 17, 1956, p.75) Appl. author: The M. H. Hackett Co. © 2Aug56; KK118912.

Discriminating smokers prefer Herbert Tareyton with the genuine cork tip. Man fishing. (In Collier's, July 20, 1956, p.73) Appl. author: The M. H. Hackett Co. © 5Jul56; KK117986.

Discriminating smokers prefer Herbert Tareyton with the genuine cork tip. Man in car. (In Collier's, Nov. 9, 1956, p.89) Appl. author: The M. H. Hackett Co. © 26Oct56; KK121313.

Discriminating smokers prefer Herbert Tareyton with the genuine cork tip. Man on yacht. (In Collier's, Sept. 14, 1956, p.77) Appl. author: The M. H. Hackett Co. © 30Aug56; KK119471.

Don't miss the fun of smoking. Mildness is a pleasure with Pall Mall. [Girl in straw hat with man] (In Look, July 24, 1956, p.75) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 10Jul56; KK121836.

Don't miss the fun of smoking. Mildness is a pleasure with Pall Mall. [Two women and man with graduate] (In The Saturday evening post, June 16, 1956, p.135) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 12Jun56; KK121291.

Flue-cured tobacco needs right soil type. No.60. (In The Southern planter, Sept. 1956, p.7) Appl. author: Carl Camenisch Advertising, Inc. © 1Sep56; KK119361.

Flue-curing methods change through the years. No.58. (In The Southern planter, July 1956, p.9) Appl. author: Carl Camenisch Advertising, Inc. © 1Jul56; KK117987.

Gives you more to enjoy, the taste is great. Filter tip Tareyton cigarettes. Couple at table. (In The New York times, Aug. 7, 1956, p.11) Appl. author: The M. H. Hackett Co. © 7Aug56; KK118889.

Gives you more to enjoy, the taste is great. Filter tip Tareyton cigarettes. Couple on motor scooter. (In The New York times, July 10, 1956, p.20) Appl. author: The M. H. Hackett Co. © 10Jul56; KK118067.

Gives you more to enjoy, the taste is great. Filter tip Tareyton cigarettes. Modern size. Couple with dog. (In Collier's, Sept. 28, 1956, p.65) Appl. author: The M. H. Hackett Co. © 13Sep56; KK119470.

Gives you more to enjoy, the taste is great. Filter tip Tareyton cigarettes. Modern size. Girl & guitarist. (In The New York times, July 24, 1956, p.26) Appl. author: The M. H. Hackett Co. © 24Jul56; KK118367.

Gives you more to enjoy, the taste is great. Filter tip Tareyton cigarettes. Modern size. Girl secretary. (In New York world-telegram and sun, July 17, 1956, p.14) Appl. author: The M. H. Hackett Co. © 17Jul56; KK118375.

Good management practices improve burley smoking qualities. No.63. (In The Kentucky farmer, July 1956, p.3) Appl. author: Carl Camenisch Advertising, Inc. © 1Jul56; KK117959.

Happy-Joe-Lucky goes square dancing. Lucky Strike. (In New York daily news, Oct. 7, 1956, comic section) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Oct56; KK121349.

Happy-Joe-Lucky goes to the ball game with Jack Benny. Lucky Strike. (In New York daily news, Sept. 9, 1956, comic section) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Sep56; KK119688.

Happy-Joe-Lucky presents Sticklers. Sticklers are ticklers ... Lucky Strike. [Calf, pants, horseman] (In Ball State news, Sept. 19, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Sep56; KK121350.

Happy-Joe-Lucky presents Sticklers. Sticklers are ticklers ... Lucky Strike. [Dead cat, man, scrub-woman] (In Ball State news, Sept. 28, 1956, p.6) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Sep56; KK121348.

Happy-Joe-Lucky shops for a sports car. Drivers everywhere are shifting to Luckies. (In Daily news, New York, July 15, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Jul56; KK119011.

Happy-Joe-Lucky sitting pretty. You'll be sitting pretty when you light up a Lucky. (In Daily news, New York, Aug. 12, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Aug56; KK119013.

Happy-Joe-Lucky to the rescue. Lucky Strike. (In Daily news, New York, June 17, 1956, comic section, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Jun56; KK118190.

Hey, everybody. Here's a new stack of Sticklers. Lucky Strike. (In Ball State news, Oct. 12, 1956, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc.) © 12Oct56; KK121347.

I make my breaks Lucky breaks because Luckies taste better. [Endorsed by] George A. Moore. (In The Baltimore Afro-American, June 16, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Jun56; KK118197.

I'm fussy about a cigarette's taste, and Luckies taste better. [Endorsed by] Evelyn Cunningham. (In The Baltimore Afro-American, May 29, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29May56; KK119009.

It must be better and it is. El Roi-Tan, the cigar that breathes. (In Chicago daily tribune, June 27, 1956, p.5) Appl. author: L. C. Gumbinner Advertising Agency. © 27Jun56; KK117876.

It's an evening you hate to see end. Light up a Lucky, it's light-up time. (In The Progressive farmer, Aug. 1956, p.9) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Jul56; KK119015.

It's rhyme time with a fresh batch of Sticklers. Lucky Strike. (In Ball State news, Oct. 19, 1956, p.2) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Oct56; KK121345.

I've smoked over 100,000 Luckies. I know Luckies taste better. [Endorsed by] Roi Ottley. (In Ebony, July 1956, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Jun56; KK119210.

Let her drift, mister. Lucky Strike. (In Argosy, June 1956, p.14) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20May56; KK118195.

Light up a Lucky. Listen, until you light a Lucky, you'll never know how good a cigarette can taste. (In Household, Jan. 1956, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Dec55; KK119018.

Light up a Lucky, it's light-up time. All you could hope for. [Couple looking over blueprint; man smoking] (In True story women's group, Oct. 1956, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Sep56; KK119935.

Light up a Lucky, it's light-up time. Fitting occasion to light up a Lucky. [Couple shopping] (In Look, Sept. 4, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Aug56; KK119707.

Light up a Lucky, it's light-up time. Football [scene] Car card. Oct. 1956. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Oct56; KK119940.

Light up a Lucky, it's light-up time. Football [scene] Car card. Oct.-Dec. 1956. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Oct56; KK119936.

Light up a Lucky, it's light-up time. [Football scene] (In Los Angeles times 12th annual football game program, Aug. 17, 1956, p.47) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Aug56; KK119706.

Light up a Lucky, it's light-up time. [Girl with cigarette reading letter] (In Army times, May 16, 1956, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16May56; KK120819.

Light up a Lucky, it's light-up time. [Girl with cigarette talking on telephone] (In Army times, May 30, 1956, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30May56; KK120820.

Light up a Lucky, it's light-up time. Good buy; Luckies give you more for your money ... (In Farm & ranch, May 1956, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Apr56; KK118193.

Light up a Lucky, it's light-up time. Great outdoors. (In The Progressive farmer, Apr. 1956, p.11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Mar56; KK118198.

Light up a Lucky, it's light-up time. His and hers; millions of he's and she's agree ... (In Successful farming, Feb. 1956, p.91) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Jan56; KK118200.

Light up a Lucky, it's light-up time. How can you choose? [Couple at kennel] (In Capper's farmer, Sept. 1956, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Aug56; KK119708.

Light up a Lucky, it's light-up time. Lingering after dinner, doin' the dishes ... great times to light up a Lucky. (In Progressive farmer, Feb. 1956, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Jan56; KK119039.

Light up a Lucky, it's light-up time. Luckies taste better. Boating. Bonus car card, July-Sept. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jul56; KK118205.

Light up a Lucky, it's light-up time. Luckies taste better. [Man and woman smoking after] dinner. Car card. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Apr56; KK119023.

Light up a Lucky, it's light-up time. Lucky fans; with Luckies along, you're way ahead of the game. Luckies taste better ... (In Look, May 15, 1956, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May56; KK118189.

Light up a Lucky, it's light-up time. Lucky fans, with Luckies along, you're 'way ahead of the game. You see, Lucky Strike means ... (In True love (True story group), June 1956, p.17) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7May56; KK118203.

Light up a Lucky, it's light-up time. [Man and girl beside] swimming pool. Car card. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Aug56; KK119016.

Light up a Lucky, it's light-up time. [Man and girl] skiing. Car card. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Feb56; KK119027.

Light up a Lucky, it's light-up time. [Man and woman with] road map. Car card. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jun56; KK119025.

Light up a Lucky, it's light-up time. [Man and woman with] road map. Car card. June 1956. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jun56; KK119040.

Light up a Lucky, it's light-up time. Man overboard for a great cigarette. (In Life, July 2, 1956, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Jun56; KK118191.

Light up a Lucky, it's light-up time. More fun. Why are Luckies more fun to smoke? (In True love (True story group), Apr. 1956, p.11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Mar56; KK118204.

Light up a Lucky, it's light-up time. No hurry. Take your time smoking a Lucky ... (In Life, Mar. 12, 1956, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Mar56; KK118188.

Light up a Lucky, it's light-up time. Record playing. Car card. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Apr56; KK119026.

Light up a Lucky, it's light-up time. Simple directions; for a cigarette that's miles ahead ... (In Farm & ranch, July 1956, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Jun56; KK118192.

Light up a Lucky, it's light-up time. Ski girl. Car card. Appl. author: Batton, Barton, Durstine & Osborn, Inc. © 1Jan56; KK119024.

Light up a Lucky, it's light-up time. This one does it. Lucky Strike. (In Collier's, Nov. 9, 1956, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Oct56; KK121346.

Light up a Lucky, it's light-up time. Time out for a Lucky. Perfect time to enjoy the cigarette of fine tobacco ... (In Farm & ranch, Jan. 1956, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Dec55; KK118194.

AMERICAN TOBACCO CO. © Cont'd.

Light up a Lucky, it's light-up time. Time out for a Lucky. Time to enjoy the fresher, smoother taste ... (In Newsweek, Feb. 6, 1956, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Feb56; KK118187.

Light up a Lucky, it's light-up time. Tryout. Next time it's light-up time, try out a Lucky. (In U. S. Olympic try-out programs, St. Louis, soccer tryouts, Mar. 18, 1956, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Mar56; KK120369.

Light up a Lucky, it's light-up time. 21-20, whale of a game. [Spectators & players on football field] (In The Progressive farmer, Oct. 1956, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Sep56; KK119937.

Light up a Lucky, it's light-up time. What's the score? Lucky Strike. (In The Farmer-stockman, Nov. 1956, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Oct56; KK121344.

Luckies are tops with Don Newcombe because Luckies taste better. (In Baltimore Afro-American, Sept. 22, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Sep56; KK119938.

Luckies are tops with Don Newcombe because Luckies taste better. (In Ebony, Sept. 1956, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Aug56; KK119211.

Luckies really rate with Buddy Young because Luckies taste better. (In Ebony, Nov. 1956, p.3) Appl. author; Batten, Barton, Durstine & Osborn, Inc. © 8Oct56; KK120370.

Luckies really rate with Buddy Young because Luckies taste better. (In Pittsburgh courier, Sept. 15, 1956, magazine section, p.11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Sep56; KK119687.

Make her pretty, mister. Lucky Strike. (In True, Mar. 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Feb56; KK118202.

Mildness makes the difference. Filter tip Tareyton cigarettes. [Man in tweed suit smoking cigarette] (In Daily mirror, New York, Nov. 13, 1956, p.13) Appl. author: Lawrence C. Gumbinner Advertising Agency, Inc. © 13Nov56; KK121198.

Mildness makes the difference. Filter tip Tareyton cigarettes. Man with cigarette. (In Daily mirror, New York, Nov. 8, 1956, p.15) Appl. author: L. C. Gumbinner Advertising Agency. © 8Nov56; KK120954.

Mildness makes the difference. Filter tip Tareyton cigarettes. [Woman in dark coat, with cigarette] (In Daily Mirror, New York, Nov. 20, 1956, p.13) Appl. author: Lawrence C. Gumbinner Advertising Agency. © 20Nov56; KK121197.

New York City councilman sticks to Luckies because Luckies taste better. [Endorsed by] Earl Brown. (In Ebony, Mar. 1956, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Feb56; KK119212.

Now you're cookin'. Nothing fancy ... but out here it'll taste like a banquet. Right now ... light up a Lucky. (In Argosy, Aug. 1956, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Jul56; KK119008.

150 East 42nd Street, new home of The American Tobacco Company and subsidiaries. (In The New York times, Aug. 19, 1956, special Socony Vacuum section, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Aug56; KK119705.

Reduce nematode levels to save flue-cured tobacco. No.59. (In The Southern planter, Aug. 1956, p.2) Appl. author: Carl Camenisch Advertising, Inc. © 1Aug56; KK118726.

Reward yourself with the pleasure of smooth smoking. Get a fresh start with a freshly-lit Pall Mall. [Man smiling at woman trying on large hat] (In The Saturday evening post, Apr. 21, 1956, p.87) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 17Apr56; KK121292.

Reward yourself with the pleasure of smooth smoking. Get a fresh start with a freshly-lit Pall Mall. [Toboggan team at finish line] (In The Saturday evening post, Jan. 28, 1956, p.61) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 24Jan56; KK121293.

Reward yourself with the pleasure of smooth smoking. Pall Mall famous cigarettes, the finest quality money can buy. [Ice skaters] (In The Saturday evening post, Feb. 25, 1956, p.56-57) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 21Feb56; KK120618.

Reward yourself with the pleasure of smooth smoking. Your appreciation of Pall Mall quality has made it America's most successful and most imitated cigarette. (In Outdoor life, Nov. 1955, p.27) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 25Oct55; KK118631.

Reward yourself with the pleasure of smooth smoking, smoke longer and finer and milder Pall Mall. [Circus scene; female performer being offered cigarette & light] (In Look, May 3, 1955, p.68) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 19Apr55; KK120494.

Reward yourself with the pleasure of smooth smoking, smoke longer and finer and milder Pall Mall. [Two couples on camping trip by lake] (In The Saturday evening post, Oct. 29, 1955, p.76-77) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 25Oct55; KK121141.

Save time and labor in harvesting burley. No.64. (In The Kentucky farmer, Aug. 1956, p.3) Appl. author: Carl Camenisch Advertising, Inc. © 1Aug56; KK118725.

Sort burley uniformly for greater market appeal. No.66. (In The Kentucky farmer, Oct. 1956, p.3) Appl. author: Carl Camenisch Advertising, Inc. © 1Oct56; KK120076.

The sun is bright, the snow is fast, the clear, cold air has a bite to it. Lucky Strike. (In True, Jan. 1956, p.1) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Dec55; KK118201.

TV editor switches to Luckies because Luckies taste better. [Endorsed by] Arden Hill. (In Ebony, May 1956, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Apr56; KK119213.

What a day. Air full of snap, dogs full of ginger, how can you miss? Lucky Strike. (In Argosy, Oct. 1956, p.16) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Sep56; KK119686.

You don't have to say a word, madam. You looked at our cigarette display. Luckies, Pall Mall, Herbert Tareyton, Filter tip Tareyton. (In Food topics, May 7, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7May56; KK119010.

You want that baby so bad you can almost taste him. Lucky Strike. (In Argosy, Apr. 1956, p.18) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Mar56; KK118196.

You'd like to stretch this day out forever. Man, this is it, no cigarette in the world ever tasted so good. (In The Progressive farmer, June 1956, p.11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15May56; KK118199.

Young farmers do well with flue-cured tobacco. No.61. (In The Southern planter, Oct. 1956, p.9) Appl. author: Carl Camenisch Advertising, Inc. © 1Oct56; KK120075.

You've got a point there, ma'am. Lucky Strike, Pall Mall, Herbert Tareyton, Filter Tip Tareyton. (In American druggist, Sept. 10, 1956, p.155) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Sep56; KK119709.

AMERICAN VERMICULITE CORP. ©

Vermiculite. Concrete, plaster, insulation. Folder. Appl. author: William Sinton Steele. © 1Oct56; KK121082.

AMERICAN ZEOLITE CORP. ©

Zeolite with a 60 million year history for home water softeners. Sheet. © 25Jul56; KK118623.

AMERICAN ZINC PRODUCTS, a division of BALL BROS. Co. SEE Ball Bros. Co., Inc.

AMP, INC. ©

Filters and lubricators for use with A-MP pneumatic tools. 311-31. Sheet. © 12Oct56; KK121657.

P.I.D.G. terminal and connector dies for 69100 air gun. IS 1632. Sheet. © 1Nov56; KK121659.

Shielded wire connector dies for 69100 air gun. IS 1631. Sheet. © 1Nov56; KK121655.

69100 straight action air gun, general instructions. IS 1630. Sheet. © 1Nov56; KK121658.

T-head hand tools for P.I.D.G. terminals and connectors. IS 1610. Sheet. © 1Nov56; KK121656.

AMPEX CORP. ©

A half century of music at your fingertips. High fidelity sound systems. Pamphlet. © 23Jul56; KK120097.

A new climax in high fidelity, the A series, by Ampex. Sound systems. Pamphlet. © 8Aug56; KK120098.

AMSLER, A. E.
Dismountable double Trav-L-Bed for station wagons. A useful piece of equipment for the sportsman ... Sheets. © Alfred E. Amsler; 25Apr56; KK118230.

ANAHIST CO., INC. ©
Can't stay in bed with a cold, even virus cold? Super Anahist. Drug. (In Look, Oct. 2, 1956, p.122) Appl. author: Ted Bates Co., Inc. © 20ct56; KK119852.

Doctors now prescribe easier, faster, more effective relief of head-cold miseries. Super Anahist antibiotic nasal spray. (In Louisville courier-journal, Louisville, Ky., Oct. 21, 1956, roto section, p.66) Appl. author: Ted Bates & Co., Inc. © 210ct56; KK120364.

Hay fever? Use of Super Anahist nasal spray together with Anahist tablets recommended to long-suffering victims. (In The American weekly, Aug. 5, 1956, p.13) Appl. author: Ted Bates Co., Inc. © 5Aug56; KK118620.

Head cold? Open up stopped-up nose. Super Anahist antibiotic nasal spray with Thonzide. (In Parade, Oct. 28, 1956, p.29) Appl. author: Ted Bates & Co., Inc. © 280ct56; KK120608.

Sore throat pain due to a cold or excessive smoking? Super Anahist antibiotic throat lozenges. (In The Saturday evening post, Nov. 24, 1956, p.145) Appl. author: Ted Bates & Co., Inc. © 24Nov56; KK121273.

ANCIENT AGE DISTILLING CO. ©
Avalanche of Ancient Age 1/2 pints, $1.50. (In Chicago defender, July 14, 1956, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 14Jul56; KK119202.

Congratulations, Pennsylvania Tavern Association, on your 3rd annual convention. I. W. Harper, the gold medal whiskey. (In Observer, Sept. 17, 1956, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 17Sep56; KK121224.

Giant November jamboree salutes the fastest growing whiskey in America. (In Maryland-Washington-Delaware beverage journal, Nov. 1956, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 1Nov56; KK121668.

Greatest sales support in Kentucky history. (In The Kentucky beverage journal, Nov. 1956, p.13-15) Appl. author: Doyle Dane Bernbach, Inc. © 1Nov56; KK121669.

Hot tip, if you can find a better bourbon, buy it. [Two men in hats with heads together] (In The Louisville times, May 4, 1956, section 2, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 4May56; KK121320.

How money talks to squirrels. Sports idea contest. (In Sports afield, Nov. 1956, p.29) Appl. author: Doyle Dane Bernbach, Inc. © 250ct56; KK121227.

How to stir up a bite. (In Sports afield, Sept. 4, 1956, p.123) Appl. author: Doyle Dane Bernbach, Inc. © 25Aug56; KK119201.

If you can find a better bourbon, buy it. [Gray-haired man mixing mint julep] (In Life, June 12, 1956, p.3 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 7Jun56; KK118178.

If you can find a better bourbon, buy it. [Man's half-shaded face smiling at drink] (In Life, Sept. 24, 1956, p.154) Appl. author: Doyle Dane Bernbach, Inc. © 20Sep56; KK121321.

If you can find a better bourbon, buy it. [Smiling man in tweed suit with drink] (In Chicago sun-times, Oct. 17, 1956, p.79) Appl. author: Doyle Dane Bernbach, Inc. © 170ct56; KK121229.

If you can give a better bourbon, give it. [Blond man smiling at bottle] (In Arkansas democrat, Nov. 14, 1956, p.10) Appl. author: Doyle Dane Bernbach, Inc. © 14Nov56; KK121527.

If you can give a better bourbon, give it. (In Life, Nov. 12, 1956, p.135) Appl. author: Doyle Dane Bernbach, Inc. © 8Nov56; KK121228.

Kentuckians are used to the best. Ancient Age bourbon. (In Courier journal, Louisville, Ky., Nov. 9, 1956, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 9Nov56; KK121840.

Outstanding. If you can find a better bourbon, buy it. [Four men's hands holding drinks] (In Liquor store magazine, Oct. 1956, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 100ct56; KK121319.

6 years old, Kentucky straight bourbon. (In The Hopewell news, Hopewell, Va., July 11, 1956, p.2) Appl. author: Doyle Dane Bernbach, Inc. © 11Jul56; KK118565.

Why Fido's biscuits went fishing. Sports idea contest. (In Sports afield, Oct. 1956, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 25Sep56; KK121230.

Why hunters use bright nail polish. (In Sports afield, Aug. 1, 1956, p.91) Appl. author: Doyle Dane Bernbach, Inc. © 26Jul56; KK118439.

Why you should take a red onion fishing. (In Sports afield, July 3, 1956, p.71) Appl. author: Doyle Dane Berbach, Inc. © 3Jul56; KK117786.

ANDERSEN SPECIALTY MANUFACTURING CORP. ©
Zingo, fast acting brush cleaner. One quart U.S. measure. Label. © 1Dec56; KK121904.

ANDERSON, C. W.
The do it yourself cam space protractor. Folder. © Clarence Walden Anderson; 14Aug56; KK118991.

ANDERSON, CLAYTON & CO. ©
Bake improver added. Mrs. Tucker's pure vegetable shortening. Net wt. 1 pound. Label. © 23Jul56; KK119317.

Delicate yellow, Flair shortening for true luxury in all baking and frying. Net wt. 3 pounds. Label. Appl. author: V. A. Bonomo. © Anderson, Clayton & Co., Foods Division; 100ct56; KK120540.

Lift the lid on a fabulous flavor secret. Flair shortening. [Blonde girl holding can] (In The Lincoln star, Nov. 9, 1956, p.7) Appl. author: Gwen French. © 9Nov56; KK121510.

Lift the lid on a fabulous flavor secret. Flair shortening. [Cut cake, chicken, cut pie] (In The Houston post, Nov. 1, 1956, section 3, p.3) Appl. author: Gwen French. © 1Nov56; KK121300.

Lift the lid on a fabulous flavor secret. Flair shortening. [Girl with finger to lip behind can] (In St. Louis post-dispatch, Oct. 25, 1956, p.12C) Appl. author: Gwen French. © 250ct56; KK121298.

Lift the lid on a fabulous flavor secret. Flair shortening. [Girl with finger to lip holding can] (In East St. Louis journal, Nov. 1, 1956, p.6C) Appl. author: Gwen French. © 1Nov56; KK121297.

Lift the lid on a fabulous flavor secret. Flair shortening. [Girl with finger to lips; b.&w.] (In The Houston post, Nov. 8, 1956, section 5, p.3) Appl. author: Gwen French. © 8Nov56; KK121509.

Lift the lid on a fabulous flavor secret. Flair shortening. [Red-headed girl with finger to lips] (In The Houston chronicle, Nov. 25, 1956, magazine section, p.30) Appl. author: Gwen French. © 25Nov56; KK121508.

Lift the lid on a fabulous flavor secret. Flair shortening. [Slice of pie, cut cake, chicken] (In Council Bluffs nonpareil, Oct. 25, 1956, p.22) Appl. author: Gwen French. © 250ct56; KK121299.

New, Mrs. Tucker's pure vegetable shortening. 3 pounds net weight. Label. © 6Aug56; KK119316.

Velvet oil. Salad oil and liquid shortening. One pint. Label. © Anderson, Clayton & Co. (in notice: Anderson, Clayton & Co., Foods Division); 7Nov56; KK121729.

ANDERSON CO. ©
Anco commercial vehicle, direct-drive motors. Form 04-0404, effective June 1, 1956. Folder. © 12Sep56; KK120392.

Anco heavy-duty windshield wiper blades and commercial vehicle windshield wiper arms. Form 04-0347. Sheet. © 12Sep56; KK120693.

Anco original-equipment replacement catalog; Dodge, trucks. Form 04-0439. Windshield wiper blades & arms for automobiles. Sheet. © 12Sep56; KK120393.

Anco original-equipment replacement catalog; Nash and Hudson. Form 04-0437. Windshield wiper blades & arms for automobiles. Sheet. © 12Sep56; KK120395.

Anco original-equipment replacement catalog; Nash and Hudson Rambler. Form 04-0438. Windshield wiper blades and arms for automobiles. Sheet. © 12Sep56; KK120394.

Anco windshield wiper blades and arms; replacement specifications for English and European vehicles. Form 04-0314. Sheet. © 12Sep56; KK120396.

Check sheet, blade and arm replacements for wrap-around, curved and flat windshields on commercial vehicles. Anco. Form 04-0403. 4 p. © 12Sep56; KK120391.

Mr. Anco Distributor: Anco optional returned-goods privileges. Form 04-0449, effective Aug. 10, 1956. Windshield wiper blades & arms for automobiles. Sheet. © 13Aug56; KK120397.

See better, gain time safely, use Anco, by Anderson, windshield wiper blades and arms. Anco all-car service windshield wiper blade & arm cabinet. © 10Jul56; KK119397.

ANEMOSTAT CORP. OF AMERICA. ©
Anemostat draftless aspirating air diffusers for conventional high temperature differential and high velocity systems. Folder. Appl. author: Jess H. Cloud. © 31Aug56; KK119865.

ANGLE, PAUL M.
For works of which Paul M. Angle is the joint author SEE Kingsport Press, Inc.

ANHEUSER-BUSCH, INC. ©
All this captured in a glass. Busch Bavarian beer. (In Hannibal courier-post, June 12, 1956, p.2) Appl. author: Josephine D. Walsh. © 12Jun56; KK118068.

Fun ahead. Busch Bavarian beer. (In The Daily Illini, Oct. 24, 1956, p.16) Appl. author: Josephine D. Walsh. © 24Oct56; KK121573.

It's the king of beers. Budweiser. Head of man [woman's hand holding can] (In Chicago sun-times, midwest supplement, Sept. 16, 1956, p.20) Appl. author: D'Arcy Advertising Co. © 16Sep56; KK120979.

A new kind of beer, Busch Bavarian, clear and bright as mountain air. (In St. Louis labor tribune, May 24, 1956, p.2) Appl. author: Josephine D. Walsh. © 24May56; KK117953.

Treat yourself to the king of beers. Where there's life, there's Budweiser. Head of girl. (In Chicago American, Aug. 26, 1956, Pictorial living section, p.8) Appl. author: D'Arcy Advertising Co. © 26Aug56; KK119618.

Where there's life, there's Budweiser. Head of man [woman's hand pouring beer from can] (In Perth Amboy evening news, Oct. 3, 1956, p.5) Appl. author: D'Arcy Advertising Co. © 3Oct56; KK120980.

ANKUDOWICH, KOSTANTY, sole owner, KU-DO CO. SEE Ku-Do Co.

ANSONIA WIRE & CABLE CO. ©
Ansonia Ankoseal self supporting telephone cables & rural distribution wire. Folder. Appl. author: George T. Metcalf Co. © 1Oct56; KK119847.

Ansonia Ankoseal telephone cables. Folder. Appl. author: George T. Metcalf Co. © 1Oct56; KK119846.

Telephone cable splicing information. 3d ed. Pamphlet. Appl. author: George T. Metcalf Co. © 19Nov56; KK121441.

ANTENNA CORP. OF AMERICA. ©
New, complete line, Ancoa auto antennas. Folder. Appl. author: John Hoder. © 24Sep56; KK119838.

ANTI-HYDRO WATERPROOFING CO. ©
Condensed specifications. Sheet. Appl. author: Mortimer W. Meyer. © 14Sep56; KK120454.

ANTLE (L. L.) & CO., INC. ©
Anco brand, Multi-Purpose Stabilizer. Label. Appl. author: W. F. Owens. © 1Nov56; KK121688.

Anco brand Stop-Stick prevents food from sticking to cooking utensils. Chemical. Sheet. Appl. author: Ralph M. Bohn. © 13Jul56; KK119271.

Anco brand Stop-Stick prevents food from sticking to cooking utensils. Contents: 1 pint. Chemical. Label. Appl. author: William F. Owens. © 9Jul56; KK118366.

APPLIQUES, INC. ©
Miss Apli-Pat. Printed, cut fabric designs for direct application to textile articles. Sheet. © 25Sep56; KK121339.

ARCADY FARMS MILLING CO. ©
Arcady sweet mixing feeds. Feed for farm animals & poultry. Streamer. Appl. author: Gene Carr. © 1Sep56; KK121268.

More eggs at lower cost with the new Arcady complete poultry program. Streamer. Appl. author: Gene Carr. © 1Sep56; KK120508.

The new Arcady beef cattle program ... for faster low cost gains. Streamer. Appl. author: Gene Carr. © 1Sep56; KK120509.

New Arcady feeds, hog feeding program. Streamer. Appl. author: Gene Carr. © 1Sep56; KK121269.

The new, low-cost Arcady dairy feeding program. Streamer. Appl. author: Gene Carr. © 1Sep56; KK120510.

ARCHER MILLS, INC. ©
Fashion colour blender: Archer's Fanfare. Nylon hosiery. Sheet. © 27Jan56; KK118093.

Fashion colour blender; Archer's Fantasia. Nylon hosiery. Sheet. © 27Jan56; KK118091.

Fashion colour blender: Archer's Fashion Tint. Nylon hosiery. Sheet. © 27Jan56; KK118092.

Fashion colour blender: Archer's Saucy. Nylon hosiery. Sheet. © 27Jan56; KK118095.

Fashion colour blender: Archer's Taupe Harmony. Nylon hosiery. Sheet. © 27Jan56; KK118094.

ARDALT, INC. ©
Another Lenwile first edition, Script China. Bonbon servers, inkwell sets, ashtrays & similar articles. (In The Gift & art buyer, May 1956, p.3) Appl. author: Leon A. Arditti. © 23Apr56; KK119280.

Tokens of faith, Little Nuns of Lenwile artware. Ceramic figurines. (In The Gift & art buyer, June 1956, p.3) Appl. author: Leon A. Arditti. © 3May56; KK119281.

ARGUS CAMERAS, INC. ©
America's most distinguished color slide camera, the Argus C-4. (In Time, June 4, 1956, p.73) Appl. author: Young & Rubicam, Inc. © 31May56; KK118021.

Argus makes wonderful pictures wonderfully easy to take. (In Life, Apr. 25, 1955) Appl. author: Young & Rubicam, Inc. © 21Apr55; KK118020.

ARMOUR & CO. ©
Armour Star ham is smoked with fragrant hickory wood. (In Life) Appl. author: Tatham-Laird, Inc. © 26Mar56; KK119671.

The crowning touch is Cloverbloom margarine. (In The Tacoma news tribune, May 10, 1956, p.B-5) Appl. author: N. W. Ayer & Son, Inc. © 10May56; KK118127.

The difference is finer bacon smoked with fragrant hickory wood. Armour Star. (In Life) Appl. author: Tatham-Laird, Inc. © 16Apr56; KK119670.

From this day forward when everything must be extra-special the crowning touch will be Cloverbloom margarine. (In The Richmond news leader, May 24, 1956, p.42) Appl. author: N. W. Ayer & Son, Inc. © 24May56; KK118128.

Here's how Ernest Borgnine takes a break. (Treet, Ernest Borgnine, says) Pork & ham meat. (In Look) Appl. author: Tatham-Laird, Inc. © 24Jul56; KK119672.

Kids, get your share of ... pirate gold. Armour Star franks. (In Chicago Sunday tribune, May 6, 1956, comic section) Appl. author: Tatham-Laird, Inc. © 6May56; KK119666.

Make the last outing of summer, the best of the year. Serve Armour Star franks with the open-fire flavor. (In Look) Appl. author: Tatham-Laird, Inc. © 4Sep56; KK119673.

New, Armour Star frozen junior turkey stuffed and ready for your oven. (In San Francisco news, May 2, 1956, p.24) Appl. author: N. W. Ayer & Son, Inc. © 2May56; KK118129.

Sizzly shorts about a taste discovery: Franks with an open-fire flavor. Armour Star. Baseball. Appl. author: Tatham-Laird, Inc. © 29Jul56; KK119667.

Sizzly shorts about a taste discovery: Franks with an open-fire flavor. Armour Star. Cowboys raiding. Appl. author: Tatham-Laird, Inc. © 26Aug56; KK119669.

Sizzly shorts about a taste discovery: Franks with an open-fire flavor. Armour Star. Riveters. Appl. author: Tatham-Laird, Inc. © 1Jul56; KK119668.

Whites stay white when you use Armour double pressed stearic, Neo-Fat 18-54. Black & blue p.; photogram of four products, mailing coupon. Chemicals. (In Chemical processing, Aug. 1956, p.32) Appl. author: Art Silver. © Armour & Co., Armour Chemical Division; 27Jul56; KK119215.

You can't see what's happening underneath your make-up. Blindfolded girl applying lipstick. Dial deodorant soap. (In Seventeen, Oct. 1955, p.117) Appl. author: John J. Seehof. © 1Oct55; KK119718.

ARMOUR CHEMICAL DIVISION, ARMOUR & CO. SEE Armour & Co.

ARNOLD BAKERS, INC. ©
Arnold buttermilk biscuits. Net weight 6 oz. Label. © 19Nov56; KK121182.

Arnold Hearthstone whole wheat; free sample. Bread. Label. © 23Jul56; KK118600.

Arnold Hearthstone whole wheat. 100 % stone ground whole wheat flour. Net wt. 1 lb. Bread. Label. © 16Jul56; KK118241.

ARONSON, CHARLES N. d.b.a. ARONSON MACHINE CO. SEE Aronson Machine Co.

ARONSON MACHINE CO.
Positioneering with Aronson. Welding processes. Folder. Appl. author: Reinhold C. Ferster. © Charles N. Aronson d.b.a. Aronson Machine Co.; 3Mar56; KK120955.

ARROWSMITH TOOL & DIE CORP. ©
Installation instructions for Jamb type Arrowlift garage door hardware. Form 1000. Folder. © 21Feb56; KK120027.

Overhead garage door hardware, by Arrowsmith. Catalog no.700. Folder. © 21Feb56; KK120028.

ART METAL CONSTRUCTION CO. ©
Art Metal organizes your business home, completely. Office equipment. (In U. S. news & world

report, June 15, 1956, p.128) Appl. author: Comstock & Co. © 15Jun56; KK117969.

Art Metal, the franchise that puts the dealer 4 steps ahead. Office equipment. Appl. author: Comstock & Co. © 23May56; KK118112.

Art Metal, the franchise that puts the dealer 4 steps ahead. Office equipment. (In Office appliances, Sept. 1956, p.166) Appl. author: Comstock & Co. © 23Aug56; KK119603.

Higher output at every office work station, built-in by Art Metal with exclusive features like this. Office equipment. (In Management methods, Aug. 1956, p.16) Appl. author: Comstock & Co. © 5Aug56; KK119176.

How Art Metal makes better, faster filing, cost you less per usable inch. Filing equipment. (In The Office economist, Sept.-Oct. 1956, p.15) Appl. author: Comstock & Co. © 1Sep56; KK119953.

Modern, economical solution to the office space problem, modular panels by Art Metal. (In U. S. news & world report, July 20, 1956, p.93) Appl. author: Comstock & Co. © 20Jul56; KK118303.

ASHE (WALTER) RADIO CO. ©

Walter Ashe for '57, radio, TV & electronic equipment ... 144 p. © 11Sep56; KK119866.

ASSOCIATED ADVERTISERS. ©

Crash go furs, crash go prices. Felix Presburger, nationally known mink stylist. (In Los Angeles times, Aug. 13, 1956, pt.1, p.26) Appl. author: Harry Uswald. © 13Aug56; KK120981.

Due to ever increasing crowds ... Expansion sale. Furs. (In Los Angeles times, Sept. 25, 1956, Pt.1, p.19) Appl. author: Harry Uswald. © 25Sep56; KK120969.

Famous fur factory crashes all mink prices. (In Los Angeles herald & express, Oct. 19, 1956, p.A9) Appl. author: Harry Uswald. © 19Oct56; KK120978.

Take them off the racks. Famous fur factory ... needs more space ... (In Los Angeles times, Sept. 10, 1956, pt.3, p.7) Appl. author: Harry Uswald. © 10Sep56; KK120982.

ASSOCIATED LABORATORIES, INC. ©

Al-Glo, instant aluminum brightener. Contents 8 ounces. Label. Appl. author: Ray W. Vogel. © 5Jul56; KK120810.

ASURE, MAE & PAUL ASURE d.b.a. PARADISE VALLEY LODGE. SEE Paradise Valley Lodge.

ASURE, PAUL & MAE ASURE d.b.a. PARADISE VALLEY LODGE. SEE Paradise Valley Lodge.

ATLAS SUPPLY CO. ©

He stands back of every Atlas battery sold anywhere. [Man carrying battery] Batteries, tires, accessories. (In The Saturday evening post, Oct. 6, 1956, p.13) Appl. author: McCann Erickson, Inc. © 6Oct56; KK121241.

He stands back of every Atlas battery sold anywhere. [Two men, one holding battery] Batteries, tires, accessories. (In Farm journal, Oct. 1956, p.5) Appl. author: McCann Erickson, Inc. © 1Oct56; KK121242.

His job is keeping friends for his business. Atlas Perma-Guard antifreeze. (In Farm journal, Sept. 1, 1956, p.47) Appl. author: McCann Erickson, Inc. © 1Sep56; KK121465.

There's a lot of mileage in friendship. Tires, batteries and accessories. (In The Saturday evening post, Aug. 11, 1956, p.63) Appl. author: McCann Erickson, Inc. © 11Aug56; KK121238.

What a gasoline can tell you about the tires you buy. (In Farm journal, Aug. 1956, p.45) Appl. author: McCann Erickson, Inc. © 1Aug56; KK119473.

What a gasoline can tell you about the tires you buy. (In This week) Appl. author: McCann Erickson, Inc. © 16Jul56; KK121240.

Wherever you drive. Atlas tires, batteries & accessories. (In The Saturday evening post, June 16, 1956, p.2) Appl. author: McCann Erickson, Inc. © 16Jun56; KK118009.

Winter protection for you is all-year protection for him. Tires, batteries, accessories. (In The Saturday evening post, Oct. 20, 1956, p.12) Appl. author: McCann Erickson, Inc. © 20Oct56; KK121237.

Winter protection that's doubly safe. Tires, batteries, accessories. (In Farm journal, Nov. 1956, p.47) Appl. author: McCann Erickson, Inc. © 1Nov56; KK121239.

AUDIO BOOK CO. ©

The basic writings of Ralph Waldo Emerson. Compensation; Self-reliance ... A Talking Book. GL 606. Album of records. Label. © 1Nov56; KK121129.

The book of Psalms. King James Version. A Talking Book. R-904. Album of records. Label. © 16May56; KK121130.

A child's garden of verses. A Talking Book. C-304. Album of records. Label. © 1Sep56; KK121127.

The complete sonnets of William Shakespeare. A Talking Book. GL 607. Album of records. Label. © 1Nov56; KK121132.

Holy Bible ... Old Testament. Authorized King James version. Album of records. Label. © 1Oct55 (in notice: 1953); KK117867.

Holy Bible, the complete New Testament ... Catholic ed. Album of records. Label. © 1Nov55 (in notice: 1953); KK117868.

Strange case of Dr. Jekyll and Mr. Hyde. A Talking Book. GL 605. Album of records. Label. © 1Nov56; KK121128.

The Wizard of Oz. A Talking Book. C-303. Album of records. Label. © 1Sep56; KK121131.

AUTOYRE CO. ©

Autoyre All-Purpose rack, lustre chrome. Label. Appl. author: Brooks Co., Inc. © 12Dec55; KK119987.

Autoyre, lustre chrome, shelf brackets. Label. Appl. author: Brooks Co., Inc. © 12Dec55; KK119985.

Autoyre towel bar, 18"; lustre chrome. Label. Appl. author: Brooks Co., Inc. © 12Dec55; KK119988.

Autoyre towel ring; lustre chrome. Label. Appl. author: Brooks Co., Inc. © 12Dec55; KK119989.

Autoyre twin Clip-On rack. Label. Appl. author: Brooks Co., Inc. © 12Dec55; KK119986.

AVENUE RECORDS.

Vocal recital ... Doc Pleasure at his finest ... You I don't love, because and I love you, yes I do. Label. © John S. Schachtel d.b.a. Avenue Records; 1Nov56; KK120892.

B

B-P AIRCRAFT CO.

Airplane cutout. Darigold homogenized vitamin D milk. Two quarts. Label. © Robert W. Prescott, Jr., sole proprietor B-P Aircraft Co.; 1Dec56; KK121880.

BABCOCK, MARY S., H. M. SINCLAIR, JR., JOHN M. SINCLAIR, JANET S. BOUCHER, ELLEN C. SINCLAIR & JEANNETTE SINCLAIR, composing the partnership SINCLAIR MANUFACTURING CO. SEE Sinclair Manufacturing Co.

BABSON BROS. CO. ©

Electrobrain, automatic pushbutton pipe line washing. (In The California dairyman, May 26, 1956, p.4 of cover) Appl. author: Bert S. Gittins Advertising Agency, Inc. © 26May56; KK117983.

Surge breaker cups for Stanchion pipe lines and milking parlors. (In Hoard's dairyman, Oct. 10, 1956, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 4Oct56; KK119963.

We look for trouble before it happens. Surge dairy farm equipment. $5 down buys a Surge milker unit. (In Hoard's dairyman, Aug. 10, 1956, p.4 of cover) Appl. author: Bert S. Gittins Advertising Agency, Inc. © 30Jul56; KK118714.

BACARDI IMPORTS, INC. ©

When tensions build up, take time to relax, then have a Bacardi Daiquiri. Rum. (In The New York herald tribune, Oct. 17, 1956, p.21) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 17Oct56; KK120473.

BACHARACH INDUSTRIAL INSTRUMENT CO. ©

Bacharach diesel fuel pump calibrating test stand. Model GP-500C. Interim leaflet 924C. © 1Oct56; KK119844.

BALE (R.) CO.

Little Snuffer fire extinguisher. Label. © Ray L. Bale d.b.a. R. Bale Co.; 2Apr56; KK118173.

BALE, RAY L. d.b.a. R. BALE CO. SEE Bale (R.) Co.

BALL BROS. CO. ©

Ball Brothers personalized counsel can help you cut packaging costs. Canning jars & cartons. (In Food packer, June 1956, p.3 of cover) Appl. author: Applegate Advertising Agency, Inc. © 1Jun56; KK118148.

Ball Brothers' personalized counsel can help you cut production costs. Glass containers & closures. (In Food packer, Sept. 1956, p.3 of cover) Appl. author: Applegate Advertising Agency, Inc. © 1Sep56; KK120278.

Ball Brothers' personalized counsel can help you influence this decision. Glass containers & closures. (In Food packer, Aug. 1956, p.3 of cover) Appl. author: Applegate Advertising Agency, Inc. © 1Aug56; KK119093.

BALL BROS. CO. © Cont'd.

Delicious, home-made tomato juice for only 5¢ a quart. Canning jars & lids. (In Good housekeeping, Aug. 1956, p.148) Appl. author: Applegate Advertising Agency, Inc. © 19Jul56; KK120284.

Earn more per truck while you lower operating costs. Control cells, portable electronic scales for truck and fleet operators. Folder. Appl. author: Applegate Advertising Agency, Inc. © 1May56; KK118305.

Fine lithography starts with Lith-Rite triple-tested zinc plates. (In Modern lithography, Aug. 1956, p.97-98) Appl. author: Applegate Advertising Agency, Inc. © American Zinc Products, a division of Ball Bros. Co., Inc.; 5Aug56; KK119092.

Home canning keeps food costs down, and Ball Dome lids protect your savings. (In The Workbasket, July 1956, p.25) Appl. author: Applegate Advertising Agency, Inc. © 18Jun56; KK118147.

New better way to seal jam and jelly. Canning jars & lids. (In New England homestead, July 14, 1956, p.27) Appl. author: Applegate Advertising Agency, Inc. © 14Jul56; KK119075.

New jelly jar needs no paraffin. (In Flower grower, Sept. 1956, p.10) Appl. author: Applegate Advertising Agency, Inc. © 24Aug56; KK120285.

Perfect seal guaranteed with new Ball Dome lids. Canning jars & lids. (In The Progressive farmer, Aug. 1956, p.77) Appl. author: Applegate Advertising Agency, Inc. © 20Jul56; KK119076.

Perfect sealing guaranteed with Ball Dome lids, or double your money back. Canning jars & lids. (In Farm & ranch, July 1956, p.33) Appl. author: Applegate Advertising Agency, Inc. © 15Jun56; KK118146.

Perfect sealing guaranteed with new Ball Dome lids, or double your money back. Canning jars & lids. (In The Progressive farmer, July 1956, p.79) Appl. author: Applegate Advertising Agency, Inc. © 20Jun56; KK118145.

Your key to better highway regulation enforcement. Control cells, portable electronic scales for state, county, and municipal use. Folder. Appl. author: Applegate Advertising Agency, Inc. © 1Apr56; KK118306.

BALTIMORE LUGGAGE CO. ©

Give her the gift with the mysterious secret. Lady Baltimore. (In Glamour, Nov. 1955, p.106) Appl. author: Robert W. Orr & Associates. © 22Oct55; KK119926.

They'll never guess the secret of Lady Baltimore. (In Holiday, July 1955, p.112) Appl. author: Robert W. Orr & Associates. © 15Jun55; KK119924.

What's the mysterious secret of Lady Baltimore? (In Holiday, Apr. 1955, p.17) Appl. author: Robert W. Orr & Associates. © 16Mar55; KK119925.

BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSN. ©

Guide to the Mother Lode, Mariposa to Sierraville. Rev. Folder. Appl. author: Charles P. Johnson Co., Advertising. © 1Sep56; KK119643.

On every highway, the bank that knows California. North Palm Canyon Drive in Palm Springs, California's famous desert resort. (In Fortune, Nov. 1954, p.68) Appl. author: Charles P. Johnson Co., Advertising. © 26Oct54; KK118060.

BANKER (R. C.) & CO. ©

Headline value. Ads no.1-10. Furniture. Sheets. © 21Jun56; KK117926.

Here it is. Gift guide. Furniture. Mail folder. © 23Oct56; KK120889.

BANKERS LIFE & CASUALTY CO. ©

At last, a new and different kind of hospital-medical-surgical insurance to age seventy-five. The White Cross Plan. (In Arkansas democrat, Little Rock, Ark., Mar. 18, 1956, pt.B, p.16) Appl. author: Grant, Schwenck & Baker, Inc. © 18Mar56; KK117838.

At last, a new and different kind of hospital-medical-surgical insurance to age seventy-five. The White Cross Plan. (In Secrets, Aug. 1956, p.76) Appl. author: Grant, Schwenck & Baker, Inc. © 5Jul56; KK120703.

At last, a new and different kind of hospital-medical-surgical insurance to age seventy-five. The White Cross Plan. (In True story, Dec. 1956, p.138) Appl. author: Grant, Schwenck & Baker, Inc. © 7Nov56; KK121095.

At last, a new kind of guaranteed renewable hospital-medical-surgical insurance to age seventy-five. The White Cross Plan. (In Chicago daily tribune, Dec. 10, 1955, pt.H, p.20) Appl. author: Grant, Schwenck & Baker, Inc. © 10Dec55; KK117836.

At last, a new kind of guaranteed renewable hospital-medical-surgical insurance to age seventy-five. (Will it pay all of your bills today?) The White Cross Plan. (In The Denver post, Jan. 8, 1956, pt.B, p.8) Appl. author: Grant, Schwenck & Baker, Inc. © 8Jan56; KK117841.

Brand new accident-health insurance plan. Saves half for people under 37. The White Cross Plan. (In The Detroit times, July 11, 1956, p.2) Appl. author: Grant, Schwenck & Baker, Inc. © 11Jul56; KK120702.

G. I. type term life insurance, now available to civilians. No.185. The White Cross Plan. (In World-herald, Omaha, May 13, 1956, pt.F, p.18) Appl. author: Grant, Schwenck & Baker, Inc. © 13May56; KK117840.

Here's a new and different kind of accident and sickness policy to age 75 only you can cancel. The White Cross Plan. (In The Denver post, June 18, 1956, p.15) Appl. author: Grant, Schwenck & Baker, Inc. © 18Jun56; KK120103.

How to save 50¢ out of every $1.00 you plan to spend for health-accident insurance. The White Cross Plan. (In The South Bend tribune, June 18, 1956, p.4) Appl. author: Grant, Schwenck & Baker, Inc. © 18Jun56; KK120110.

If you could see, just once, what he sees every day, you'd know why your doctor wants you to have the extra protections offered under the White Cross Plan. (In The Kansas City star, June 10, 1956, p.22A) Appl. author: Grant, Schwenck & Baker, Inc. © 10Jun56; KK120101.

It's a fact. New accident-health policy pays up to $5,000 even if you never have a sick day in your life. The White Cross Plan. (In The Indianapolis star, June 18, 1956, p.14) Appl. author: Grant, Schwenck & Baker, inc. © 18Jun56; KK120104.

Money for rent, grocery bills and installments. The White Cross Plan. (In The Commercial appeal, Memphis, July 11, 1956, p.28) Appl. author: Grant, Schwenck & Baker, Inc. © 11Jul56; KK120361.

Money for rent, grocery bills, installment payments, if you are disabled and can't go to work. The White Cross Plan. (In The Philadelphia evening bulletin, June 18, 1956, p.4) Appl. author: Grant, Schwenck & Baker, Inc. © 18Jun56; KK120111.

Money for rent, grocery bills, installments, up to $400.00 a month, if you are disabled and can't go to work. The White Cross Plan. (In The Memphis commercial appeal, June 18, 1956, p.4) Appl. author: Grant, Schwenck & Baker, Inc. © 18Jun56; KK120105.

A new and different kind of hospital-medical-surgical insurance to age seventy-five. The White Cross Plan. (In The Denver post, July 11, 1956, p.35) Appl. author: Grant, Schwenck & Baker, Inc. © 11Jul56; KK120704.

New kind of insurance policy provides cash benefits up to $5,000.00 for a single illness or injury. The White Cross Plan. (In The New Orleans times-picayune, June 18, 1956, p.15) Appl. author: Grant, Schwenck & Baker, Inc. © 18Jun56; KK120109.

Paul Harvey reports the most startling insurance news in twenty-seven years. No.172. The White Cross Plan. (In The Shreveport times, Feb. 19, 1956, pt.F, p.8) Appl. author: Grant, Schwenck & Baker, Inc. © 19Feb56; KK117837.

Save 50¢ out of every $1.00. The White Cross Plan. (In Dayton journal herald, June 18, 1956, p.8) Appl. author: Grant, Schwenck & Baker, Inc. © 18Jun56; KK120108.

Some people pay less than others for their hospitalization. The White Cross Plan. (In St. Louis post dispatch, Oct. 1, 1956, p.5A) Appl. author: Grant, Schwenck & Baker, Inc. © 1Oct56; KK120701.

The terrifying question that faces every young couple. No.186. The White Cross Plan. Insurance. (In World-herald, Omaha, May 13, 1956, pt.F, p.18) Appl. author: Grant, Schwenck & Baker, Inc. © 13May56; KK117839.

Up to $5,000.00 cash benefits for a single sickness or injury, now provided by new kind of policy. The White Cross Plan. (In The Louisville courier journal, June 18, 1956, section 2, p.12) Appl. author: Grant, Schwenck & Baker, Inc. © 18Jun56; KK120102.

Who'll pay your doctor bills, if you are sick or hurt? [Doctor & patient] The White Cross Plan. (In The Houston post, June 18, 1956, p.9) Appl. author: Grant, Schwenck & Baker, Inc. © 18Jun56; KK120106.

Who'll pay your doctor bills, if you are sick or hurt? The White Cross Plan. (In The Virginian pilot, Norfolk, Va., June 18, 1956, p.7) Appl. author: Grant, Schwenck & Baker, Inc. © 18Jun56; KK120107.

Will your hospitalization pay today's higher costs? The White Cross Plan. (In Chicago American, Oct. 14, 1956, p.12) Appl. author: Grant, Schwenck & Baker, Inc. © 14Oct56; KK120700.

BARBIZON CORP. ©

Lingerie reference mat book. Fall and winter 1956. Appl. author: Wynne McGovern. © 2Jul56; KK118239.

Style reference book. Fall & winter, 1956. Lingerie. 36 p. Appl. author: Wynne McGovern. © 11Jun56; KK117924.

BARCALO MANUFACTURING CO. ©

Father, dear father, come out of your BarcaLounger. Reclining chair. (In The Saturday evening post, May 26, 1956, p.129) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22May56; KK117783.

BARHORST, PHILIPP. ©

Drugless, no insulin, diabetes medicines or tonic. Label. © 29Feb56; KK120906.

BARON (M.) CO. ©

Contents of Baron Tulefay, basic single-reed kit. Tools for making reeds for musical instruments. Sheet. Appl. author: Kalmen Opperman. © 28Jun56; KK117862.

BARTON'S CANDY CORP. ©

Season's greetings. Barton's bonbonniere. One pound net. Label. © 15Oct56; KK120239.

Thanksgiving. Barton's bonbonniere. One pound net. Label. © 15Aug56; KK119209.

BASIC, INC.

Kilnoise acoustic plaster specified for modern Cox's Department Store by Celli-Flynn, Inc. (In Architectural record, July 1956, p.44) Appl. author: Kenyon Stevenson. © Tiger Products Division, Basic, Inc.; 1Jul56; KK119283.

BATHE, CHARLES G. ©

Bathe genuine Hickory Smoked Turkey Tamales with that zest of the West. Label. © 17Jul56; KK118560.

Goober, the clown with the peanut ears, peanut nose and peanut toes and clown Barbecue Willy; clown puzzle. Hickory smoked potato chips. Card. © 13Jul56; KK119269.

BAUNACH, ECOMAE. ©

Eco's dolly wardrobe kit. Style: Ballette. Wide world series. Label. © 22Oct56; KK120843.

Eco's dolly wardrobe kit. Style: Bo-Peep. Mother Goose series. Label. © 22Oct56; KK120844.

BAXTER (DON) INC. ©

Baxter oil enema. Oil retention enema. Label. Appl. author: Donald F. Adams. © 29Oct56; KK121097.

BAXTER (J. H.) & CO. ©

Babe, that there's what I call a sound foundation. Baxco pressure treated foundation lumber. Paul Bunyan cartoon. (In Wood preserving news, Nov. 1956, p.10) © 1Nov56; KK121575.

BAY CITY BOATS, INC. ©

Capt. Builtrite says, A Baycraft prefab boat sure beats a kit boat. Sheet. © 24Oct56; KK120502.

BAY MANUFACTURING DIVISION, LIFE TIME PRODUCTS CORP. SEE Life Time Products Corp.

BAYUK CIGARS, INC. ©

America's no.1 cigar, Phillies Double Perfecto fresh-packs. Pkg. of 5. Slanting display. © 21Jun56; KK120673.

Phillies Double Perfecto; fresh packs. 5 cigars. Container. Label. © 21Jun56; KK120674.

S. Seidenberg & Co.'s de luxe after dinner. Label. © 14Sep56; KK120335.

BEATRICE FOODS CO. ©

Kids love to make their own thick milk shakes with instant Meadow Gold Make-A-Shake. [Girl with milk shake shaker; filled glass in foreground] (In Detroit news, May 16, 1956, p.58) © 16May56; KK119894.

Kids love to make their own thick milk shakes with instant Meadow Gold Make-A-Shake. [Girl with shaker] (In The Washington post and times herald, Apr. 13, 1956, p.6) © 13Apr56; KK119146.

Now thick milk shakes made at home with instant Meadow Gold Make-A-Shake. [Boy drinking from glass] (In The Philadelphia evening bulletin, Apr. 26, 1956, p.23) © 26Apr56; KK119145.

Shake-A-Shake, shake-n' drink, milk shake. Half-pint liquid. Label. © 25Jul56; KK118772.

With meals, after school, with snacks kids love thick milk shakes made with instant Meadow Gold Make-A-Shake. [Girl with milk shake and sandwich] (In The Washington post and times herald, Mar. 16, 1956, p.27) © 16Mar56; KK119147.

Wonderful new mix, Make-A-Shake for ... chocolate milk shakes made, by Meadow Gold. [Boy with milk shake] (In McCall's, June 1956, p.122) © 22May56; KK119148.

Wonderful new mix, Make-A-Shake for ... chocolate milk shakes, made by Meadow Gold. (In Ladies' home journal, May 1956, p.188) © 26Apr56; KK121712.

BEAUTY CAREER COUNCIL. ©

The story of what a beauty career offers you. Folder. Appl. author: Ethel Merklen. © 31Oct56; KK120815.

BECTON, DICKINSON & CO. ©

B-D diagnostic equipment. Folder. © 11Jul56; KK119284.

B-D sterile disposable blood lancet. Package of 1000. Label. © 1Oct56; KK120699.

In fever thermometers accuracy is the only real bargain. 7 p. © 26Jul56; KK119353.

BELL, BENNY.

Kosher comedy. SEE Bell Enterprises, Inc.

BELL ENTERPRISES, INC. ©

Kosher comedy, Yiddish language, by Benny Bell, pseud. of Benjamin Samberg. Phonograph record album. Label. © 26Nov56; KK121613.

BELLA PRODUCTS CO., INC. ©

Bella, quick frozen, Pizza-rettes. Net wt. 12 oz. Pizzas. Label. Appl. author: Mrs. Beverly J. Stivers. © 14Jan55 (in notice: 1954); KK118886.

BEMUS GAME CO. ©

Oil well. Game. Label. Appl. author: George C. Bemus. © 6Jun56; KK117788.

Oil well, a game of fun for young and old. Label. Appl. author: George C. Bemus. Appl. states prev. reg. KK117788. NM: change in color and minor change in design. © 6Sep56; KK120183.

BERBOLOS, PETER G. & GEORGE CAMPBELL d.b.a. HHOOTT DDOOGG CO. SEE Hhoott Ddoogg Co.

BERGLUND-SWENSON CO., INC. ©

Beautiful new Namettes, a new kind of very attractive name-plates made to beautify your name or trade-mark on your product. Sheet. Appl. author: Victor Swenson, Jr. © 26Jul56; KK118730.

BERKMAN, GERALD, owner, J. G. BERKMAN & CO. SEE Berkman (J. G.) & Co.

BERKMAN (J. G.) & CO.

No extra cost, adjustable tapered bearings for every field of transportation and industry. Sheet. © J. G. Berkman & Co., Gerald Berkman, owner; 5Jul56; KK117900.

BERRY, MORRIS J. & LOUIS WELLS composing the firm FASHIONCRAFT PRODUCTS. SEE Fashioncraft Products.

BERTIE, LTD. ©

Don't be a dirty-face girl. Lait d'Oesype. Cosmetic. (In The Columbus citizen, v.58, no.99, final home issue, p.14) © 7Jun56; KK118151.

BEST & CO., INC. ©

From the bare necessities to the most treasured luxuries. Liliputian Bazaar. Baby clothes. (In New York herald tribune, July 15, 1956, p.5) © 15Jul56; KK118214.

Liliputian Bazaar. Little babies are big business at Best's. Baby clothes. (In New York herald tribune, Oct. 31, 1956, p.5) © 31Oct56; KK120672.

Santa's at home for Christmas in the Liliputian Gift Bazaar. Children's toys and clothes. (In The New York herald tribune, Nov. 22, 1956, p.5) © 22Nov56; KK121389.

BEST FOODS, INC.

4 easy-to-make Halloween costumes. Rit tints, dyes & color remover. Folder. Appl. author: Earle Ludgin & Co. © Rit Products Division, Best Foods, Inc.; 26Sep56; KK120039.

BETENS, SAUL d.b.a. BETENS CO. SEE Betens Co.

BETENS CO.

And now, America's best dressed college girl of-the-year; campaign. Wearing apparel. Folder. © Saul Betens d.b.a. Betens Co.; 15May56; KK119309.

BILFOR CO. ©

The new and modern Leg-Sizer. Exerciser. Folder. © 15Nov56; KK121185.

BINGO KING CO., INC. ©

Another sure way to raise money. It is the famous LA-TA-DO Jar Tickets. J6. Sheet. Appl. author: Ernest R. Conrad. © 12Jul56; KK118244.

BLACK GOLD STAMP CO. ©

Savings stamp. Hardware, furniture, pharmaceutical, food and related products, automobile supplies. © 16Jul56; KK118483.

BLANDFORD, HERBERT S. ©

Quick cash for you. New plan may earn money or free premiums. Glo-wax, Mist Foam, Easy-Way. Polishes and cleaners. Sheet. © 2Aug56; KK118713.

BLATZ BREWING CO. ©

If you want water, you can ask for it; if it's beer you want, get Blatz. (In Milwaukee sentinel, June 22, 1956, pt.2, p.2) Appl. author: John W. Crawford. © 22Jun56; KK117897.

BLATZ BREWING CO., a division of SCHENLEY INDUSTRIES, INC. SEE ALSO Schenley Industries, Inc.

BLOCK (WILLIAM H.) CO. ©

VIP, very important presents. Fur coats. (In The Indianapolis star, Nov. 11, 1956, p.11) © 11Nov56; KK121513.

BLOOMER BROS. CO. ©

Newark ice cream, it's delicious. One-half gallon liquid. Design no.674. Fall. Label. Appl. author: Williamson Associates. © 15Aug56; KK119339.

Newark ice cream, it's delicious. One-half gallon liquid. Design no.674. Spring. Label. Appl. author: Williamson Associates. © 15Aug56; KK119342.

Newark ice cream, it's delicious. One-half gallon liquid. Design no.674. Summer. Label. Appl. author: Williamson Associates. © 15Aug56; KK119340.

Newark ice cream, it's delicious. One-half gallon liquid. Design no.674. Winter. Label. Appl. author: Williamson Associates. © 15Aug56; KK119341.

BOBRICH PRODUCTS CORP. ©

Bobrich lo-current automatic blanket. Label. © 8Mar56; KK119267.

St. Marys automatic blanket of superb quality. Label. © 8Mar56; KK119257.

Why do I need an automatic blanket? Prepared by the makers of Featherwarm automatic blanket. Folder. Appl. author: Si Friedman. © 1Aug56; KK119256.

BOB'S CANDY & PEANUT CO., INC. ©

Candy canes. 8. Label. © 1Nov56; KK121378.

BOLTON (JOHN W.) & SONS, INC. ©

Bolton-Emerson, partners with the papermaker. Machinery & equipment for pulp & paper industry. Folder. © 1Sep56; KK119452.

BORDEN CO. ©

Beautiful International stainless tableware, less than 1/2 price with Borden's cottage cheese. (In Life, Feb. 27, 1956, p.102) © 23Feb56; KK121621.

Borden's brings you valuable milk nourishment for 8 cents a quart. New instant Starlac. Nonfat dry milk solids. (In Household, Sept. 1955, p.75) © 1Aug55; KK118784.

Breeze through summer with Borden's buttermilk. (In Chicago daily tribune, July 5, 1956, pt.3, p.1) © 5Jul56; KK120376.

Choose your holiday mince pie: No-bake; family favorite. Borden's None Such mince meat. (In Look, Nov. 15, 1955, p.29) © 1Nov55; KK120853.

Cottage cheese with pineapple. (In Look, Mar. 20, 1956, p.95) © 20Mar56; KK121623.

Don't you miss it. Borden's new apple la mode ice cream. (In The Saturday evening post, May 12, 1956, p.7) © 9May56; KK120863.

Double Malted, new, instant malted milk. Net weight 1 lb. Label. © 27Jul56; KK118797.

Drink up, cooling off is a breeze with Borden's buttermilk, says Elsie, the Borden cow. (In Life, July 23, 1956, p.101) © 19Jul56; KK119806.

Easiest way to serve the best-tasting chocolate ever, says Elsie, the Borden cow. Borden's Dutch chocolate flavored drink. (In Life, Oct. 15, 1956, p.82) © 11Oct56; KK120372.

Elsie brings you a chip off the old wheel. New, Borden's old fashioned natural cheddar. Cheese. (In Good housekeeping, Oct. 1955, p.25) © 20Oct55; KK118105.

Elsie goes Dutch and you can have her for your very own. Borden's Dutch chocolate almond ice cream. (In Chicago tribune, Oct. 11, 1956, pt.3, p.10) © 11Oct56; KK120850.

Formula for your baby; aseptic method. Silver Cow evaporated milk. Folder. © 8May56; KK118787.

Formula for your baby; terminal heating. Silver Cow evaporated milk. Folder. © 8May56; KK118788.

Fresh as this morning's milk. Borden's cottage cheese. (In The Saturday evening post, Feb. 26, 1955, p.69) © 22Feb55; KK118783.

From Elsie, more pleasure for central Illinois. Borden's milk & dairy foods. (In The Peoria journal star, May 18, 1956, p.A-22) © 18May56; KK120371.

Fudge, creamy-smooth, no beating. Borden's Eagle brand condensed milk. (In Woman's day, Sept. 1955, p.5) © 10Aug55; KK119694.

Get real milk nourishment for 8¢ a quart, Borden's Starlac. Nonfat dry milk solids. (In Good housekeeping, Dec. 1955, p.127) © 22Nov55; KK120854.

A heavenly new hot-weather dessert made without cooking, says Elsie, the Borden cow. Eagle brand sweetened condensed milk. (In Good housekeeping, May 1956, p.27) © 19Apr56; KK119804.

Hemo, new vitamin & mineral enriched mix for making instant malted drinks. Net wt. 1 lb. Label. © 27Jul56; KK118796.

It's a winning idea to team up with the favorite. Borden's rich milk. (In Northwestern University football program, Sept. 29, 1956) © 29Sep56; KK121622.

Lady Borden ice cream is extra-good because it's made with extra cream. Lady Borden mint chocolate chip, spring's most refreshing ice cream. (In Life, Mar. 7, 1955, p.24) © 3Mar55; KK119805.

Lady Borden ice cream is extra-good because it's made with extra cream. Lady Borden tropic isle pineapple. (In Look, Sept. 18, 1956, p.4 of cover) © 4Sep56; KK120857.

Lady Borden mint chocolate chip. Ice cream. (In Life, Mar. 12, 1956, p.56) © 8Mar56; KK120864.

Lady Borden plantation peach ice cream. Summertime and the peaches are creamy. (In Life, July 4, 1955, p.20) © 30Jun55; KK119803.

Mull-Soy, liquid hypoallergenic food for infants, children, adults. Net contents 15 1/2 fl. oz. Label. © 5Mar56; KK117871.

Newest, apple la mode ice cream. (In Chicago daily tribune, May 3, 1956, pt.2, p.1) © 3May56; KK120377.

Now, wow, central Illinois can enjoy Borden's famous ice creams. (In Peoria journal star, Feb. 29, 1956, p.A-18) © 29Feb56; KK120374.

Only Borden's Starlac gives you these pre-measured quart envelopes. Nonfat dry milk solids. (In Household, Oct. 1955, p.9) © 1Sep55; KK118785.

Shake this extra cheese goodness on your favorite dishes, says Elsie. Borden's grated Parmesan & Romano cheese. (In The Saturday evening post, Feb. 25, 1956, p.70) © 21Feb56; KK120852.

Shift into high gear the good way, says Elsie, the Borden cow. Borden's rich milk. (In Chicago auto racing program, June 2, 1956, p.9) © 2Jun56; KK120373.

Simple salmon supper with Starlac, the heart of milk. Non-fat, dry milk solids. (In True story, Apr. 1956, p.71) © 6Mar56; KK121619.

Some like it hot, some like it cold, but everybody loves Borden's Dutch chocolate drink. (In Chicago daily news, Oct. 4, 1956, p.37) © 4Oct56; KK121624.

Starlac contains all the proteins, B vitamins, calcium and other minerals of the finest pasteurized milk. Why is Starlac, Borden's nonfat dry milk, so good for you? (In Look, Oct. 16, 1956, p.47) © 2Oct56; KK120855.

Starlac is good for you because Starlac is the heart of milk. Nonfat dry milk solids. (In Household, May 1956, p.69) © 17Apr56; KK118786.

Starlac the heart of milk. Get more nourishment for less money with Starlac, the heart of milk, says Elsie, the Borden cow. (In Life, Sept. 10, 1956, p.39) © 6Sep56; KK120861.

Summer-cooler promotion churns up bigger buttermilk sales for you. (In Food mart news, July 1, 1956, p.14) © 1Jul56; KK120375.

Surprise your guys, liven up good things with cheese, suggests Elsie, the Borden cow. (In Life, Oct. 1, 1956, p.56) © 27Sep56; KK120856.

Take a look at this score. Borden's milk & ice cream. (In 56th amateur championship of the U. S. Golf Assn., Sept. 10-15, 1956) © 10Sep56; KK120851.

Take all you want, it's thrifty Borden's half-and-half, says Elsie, the Borden cow. Mixture of milk & cream. (In The Saturday evening post, May 19, 1956, p.124) © 16May56; KK120858.

The thrifty way to cream everything - Borden's half-and-half. Richer than milk, lighter than cream. (In Look, May 3, 1955, p.49) © 19Apr55; KK120862.

When I say cheese my whole family smiles, says Elsie, the Borden cow. Borden's grated Parmesan & Romano cheese. (In Life, Feb. 20, 1956, p.56) © 16Feb56; KK120865.

Why do more mothers give their children Borden's milk? (In Look, Oct. 4, 1955, p.37) © 20Sep55; KK120860.

You never run out of fresh ideas with Borden's cottage cheese. Cheese cake. (In Good housekeeping, Mar. 1956, p.137) © 20Feb56; KK121617.

You never run out of fresh ideas with Borden's cottage cheese. Meatless hamburgers. (In Good housekeeping, Mar. 1956, p.133) © 20Feb56; KK121618.

You never run out of fresh ideas with Borden's cottage cheese. Noodle casserole. (In Good housekeeping, Mar. 1956, p.135) © 20Feb56; KK121616.

You never run out of fresh ideas with Borden's cottage cheese. Potato salad. (In Good housekeeping, Mar. 1956, p.131) © 20Feb56; KK121620.

You'll breeze through the hottest day with Borden's buttermilk, says Elsie, the Borden cow. (In The Saturday evening post, July 7, 1956, p.58) © 4Jul56; KK120859.

BORGENICHT (HELEN) SPORTSWEAR, INC. ©
If you own a Helene, you own the best. Tag. © 1Sep56; KK120499.

BOSTON SAUSAGE & PROVISION CO. ©
Honor Maid brand sliced cooked corned beef. Net weight 1/4 lb. Label. Appl. authors: Frederick M. Ford & Joseph A. Maynard d.b.a. Ingalls Miniter Co. © 24Aug56; KK119644.

Honor Maid brand sliced pastromi. Net weight 1/2 lb. Label. Appl. authors: Frederick M. Ford & Joseph A. Maynard d.b.a. Ingalls Miniter Co. © 24Aug56; KK119645.

BOSWELL DAIRIES. ©
A quart a day helps make an "A". Poster. Appl. author: Thomas L. Yates Advertising Agency. © 27Aug56; KK119927.

BOTANY MILLS, INC. ©
Reaching for new heights in handsome grooming and travel convenience. Botany brand 500 tailored by Daroff. Men's suits. (In Fashion and travel, Fall issue 1955, p.40) Appl. author: A. J. Silberstein, Bert Goldsmith Co. © 20Sep55; KK119103.

BOUCHER, JANET S., H. M. SINCLAIR, JR., JOHN M. SINCLAIR, MARY S. BABCOCK, ELLEN C. SINCLAIR & JEANNETTE SINCLAIR, composing the partnership SINCLAIR MANUFACTURING CO. SEE Sinclair Manufacturing Co.

BOURNE, HARRY C. ©
Glas-Gard, anti-fog cleaner for glass. Contents 8 fl. oz. Label. © 11May56; KK121006.

BOURNS LABORATORIES, INC. ©
Bourns announces new Trimpots for quick assembly. Precision instruments. Sheet. © 24Oct56; KK120724.

Bourns model 109 dual linear motion Potentiometer. Bulletin no. 109/6/F. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 26Jun56; KK117752.

Bourns model 109 single linear motion Potentiometer. Bulletin no.108/6/F. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 26Jun56; KK117751.

Bourns model 205 Trimpot for printed circuits. Bulletin 205/6/1. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 13Sep56; KK119577.

Bourns model 207 Hi-R TRIMpot, model 208 Hi-R TrimR. Bulletin no.207/6/H. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 17Aug56; KK119144.

Bourns model 304 gage pressure transducer. Sheet. © Bourns Laboratories, Inc.; 17Oct56; KK120517.

Bourns model 304 miniature gage pressure transducers. Bulletin no.304/6/G. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 17Aug56; KK119143.

Bourns model 408 absolute pressure transducer. Bulletin no.408/6/1. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 13Sep56; KK119578.

Bourns model 508 differential pressure transducer. Bulletin no. 508/6/1. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 13Sep56; KK119579.

Bourns potentiometer instruments. Folder. © Bourns Laboratories, Inc.; 17Aug56; KK119142.

Getting set. Precision instruments. Folder. © 14Dec56; KK121863.

Season's greetings and best wishes. Precision instruments. Folder. © 14Dec56; KK121862.

Subminiature trimming potentiometers for the hot spots in your assemblies. Bourns model 160 Trimpot. Precision instruments. Sheet. © Bourns Laboratories, Inc.; 8Aug56; KK119682.

BOWL RITE MANUFACTURING CO.
Use exclusive master Spot Bowl. Guarantees better bowling, higher scores. Label. © Charles Landwirth d.b.a. Bowl Rite Manufacturing Co.; 6Aug56; KK119255.

BOYER BROS., INC. ©
Fine confections, Cup-O-Cocoanut. Net wt. 1 oz. Label. Appl. author: Milprint, Inc. © 27Nov56; KK121846.

Milk chocolate Mallo Cup. Net weight 7/8 oz. Label. Appl. author: Milprint, Inc. © 27Nov56; KK121845.

BRACH (E. J.) & SONS. ©
Best milk chocolate peanuts you ever tasted. Double-dipped in Brach's finest real chocolate. (In Collier's, Nov. 23, 1956, p.76) © 8Nov56; KK121477.

Brach's stars are pure goodness. Brach's finest real chocolate through and through. Candy. (In The Saturday evening post, Oct. 20, 1956, p.145) Appl. author: Arthur Meyerhoff & Co. © 16Oct56; KK120885.

Brach's stars are pure goodness, finest real chocolate. (In Life, Oct. 15, 1956, p.27) Appl. author: Arthur Meyerhoff & Co. © 11Oct56; KK121151.

Enjoy finest real chocolate cherries. Royal Anne, Villa, Morningside. (In Family circle, Nov. 1956, p.26) Appl. author: Arthur Meyerhoff & Co. © 25Oct56; KK121152.

Enjoy finest real chocolate cherries. Royal Anne, Villa, Morningside. (In Life, Nov. 5, 1956, p.173) Appl. author: Arthur Meyerhoff & Co. © 1Nov56; KK120884.

Stars are pure goodness. Brach's finest real chocolate through and through. (In Everywoman's, Oct. 1956, p.43) Appl. author: Arthur Meyerhoff & Co. © 27Sep56; KK119747.

BRADLEY, H.
Keet wood. Four flavors of wood for parakeets. Keet Kage Pet Shop. Label. © Hellen Estelle Bradley (in notice: H. Bradely); 9Aug56; KK121174.

Zippy pet. Vitamin food for caged birds. Keet Kage Pet Shop. Label. © Hellen Estelle Bradley; 9Aug56; KK121090.

BRADLEY (MILTON) CO. ©
Annie Oakley game. 4535. Label. © 1Mar56; KK119168.

Another key to fun and learning. Men of destiny, a game of our Presidents. 4612. Label. © 1Jun56; KK118284.

Baseball, football and dart games. 4606. Label. © 1Mar56; KK118503.

Candy Land. 4403. Game. Instruction sheet. © 1Jan56; KK119418.

Captain Kangaroo's Tic-Tac-Aroo game; directions. 4604-X. Label. © 1Mar56; KK117809.

Chutes and ladders. Game. Instruction sheet. © 1Jan56; KK119419.

Easy money. 4605, 4039. Game. Label. © 1Mar56; KK119175.

Forest friends. 4310-1-X. Game. Label. © 1Mar56; KK118501.

Forest friends. 4310-1X1. Game. Label. © 1Mar56; KK118500.

The game of Captain Kangaroo. 4610. Label. © 1Mar56; KK119167.

Game of the states. No.4920. Label. © 1Mar56; KK119172.

Geography Lotto; directions. 4620-2. Game. Card. © 1Mar56; KK117805.

Howdy Doody's T. V. game. 4240. Label. © 1Mar56; KK119170.

Intrigue. 4330. Game. Label. © 1Mar56; KK119171.

Look and Learn Lotto; directions. 4620-1. Game. Card. © 1Mar56; KK117804.

Men of destiny. 4612. Game. Instruction sheet. © 1Jun56; KK119098.

Men of destiny. Game of the Presidents of the United States. 4612-X. Label. © 1Jun56; KK118283.

Mr. Bug goes to town. 4310-3-X1. Game. Label. © 1Dec55; KK118502.

Rack-o; directions. 4615. Game. Sheet. © 1Mar56; KK117807.

Raggedy Ann game. 4404. Label. © 1Mar56; KK119169.

Ring toss. 4473. Game. Label. © 1Mar56; KK119174.

Sergeant Preston; directions. 4310-6. Game. Sheet. © 1Mar56; KK117806.

Trace, snip, stuff, stitch (Make your own rag doll) directions. 4618-X. Game. Label. © 1Mar56; KK117808.

Treasure Island. 4402. Game. Label. © 1Mar56; KK119173.

The Uncle Wiggily game, by Howard R. Garis. 4829C. Label. © 1Mar56; KK119420.

Water color. 4524-X. Crayon-paint sets. Label. © 1Mar56; KK117803.

BRANDENFELS, CARL. ©

Here's inside story of growing new hair on bald heads with the Brandenfels Home Plan of scalp reconditioning. Sheet. © 12Oct56; KK120809.

I've actually seen new hair grow on my own bald head, and on scores of others, too. Home system of scalp applications and massage. (In Men, Jan. 1957, p.51) © 1Dec56; KK121579.

Thousands have new hair who never thought they could. Scalp & hair applications. (In Stag, Jan. 1957, p.55) © 24Nov56; KK121468.

What more proof do you need? [Endorsed by] Eldon Beerbower [and 6 others] Hair grower. (In For men only, Jan. 1957, p.82) © 1Dec56; KK121526.

BRAQUETTE, INC. ©

Degas, quick-framed in Braquette. (In American artist, June 1956, p.78) Appl. author: Nathan Horwitt. © 20May56; KK117863.

Photo supplies and Braquettes go together like a horse and carriage. Framing device. (In Photo dealer, May 1956, p.12) Appl. author: Nathan Horwitt. © 10May56; KK117864.

BRECK (JOHN H.) INC. ©

Beautiful hair; Breck ... shampoo. With decorative jeweled mirror; shampoo-creme rinse combination. (In Ladies' home journal, Sept. 1956, p.4 of cover) © 31Aug56; KK119328.

Beautiful hair; Breck ... shampoos. Betsy Lee, left profile; 3 - 4 oz. bottles Breck shampoo. (In Ladies' home journal, Aug. 1956, p.42) © 27Jul56; KK119414.

Beautiful hair; Breck ... shampoos for three different hair conditions. Jean Ivory, front; 3 - 4 oz. bottles Breck shampoo. (In Ladies' home journal, Oct. 1956, p.182) © 28Sep56; KK120210.

Breck soap, mild and antiseptic. Net weight 3 oz. Label. Appl. author: John H. Breck, Jr. © 1Aug56; KK120038.

BRIDDELL (CHARLES D.) INC. ©

Gay Blades, kitchen cutlery, by Carvel Hall. Label. Appl. author: Van Sant, Dugdale & Co., Inc. © 12Sep56; KK119433.

The gift that will be remembered. Desk knife and paperweight set by Carvel Hall. Sheet. Appl. author: Van Sant, Dugdale & Co., Inc. © 2Jul56; KK118249.

Keyed to each job by color and shape, Gay Blades, kitchen cutlery, by Carvel Hall. Sheet. Appl. author: Van Sant, Dugdale & Co., Inc. © 12Sep56; KK119408.

Leisure steak knives and Leisure carving set by Carvel Hall. (In Better homes and gardens, Nov. 1956, p.132-133) Appl. author: Van Sant, Dugdale & Co., Inc. © 25Oct56; KK121254.

Like functional modern? Admire George Nelson designs? You'll love his latest creation for Carvel Hall. Leisure. Tableware. (In The New Yorker, Oct. 20, 1956, p.59) Appl. author: Van Sant, Dugdale & Co., Inc. © 20Oct56; KK120914.

Now George Nelson has created for Carvel Hall a new concept in tableware. Leisure. (In The New Yorker, Nov. 24, 1956, p.133) Appl. author: Van Sant, Dugdale Co., Inc. © 24Nov56; KK121521.

Razor-sharp for e-a-s-y cutting, kitchen cutlery with lifetime service guarantee. Carvel Hall. (In Better homes & gardens, Sept. 1956, p.18) Appl. author: Van Sant, Dugdale & Co., Inc. © 21Aug56; KK119411.

World's finest knives, with razor-keen blades, guaranteed for life. (In House beautiful, July 1956, p.44-45) Appl. author: Van Sant, Dugdale & Co., Inc. © 25Jun56; KK117988.

World's most imitated knives. Vogue. Tableware that cannot tarnish. Leisure. Carvel Hall. (In Better homes & gardens, Dec. 1956, p.16-17) Appl. author: Van Sant, Dugdale & Co., Inc. © 25Nov56; KK121504.

BRIDGEPORT BRASS CO.

Beautiful Bridgeport copperware with the magic heart of copper. Cooks as beautifully as it looks. (In The Ladies' home journal, Nov. 1956, p.164) Appl. author: Hazard Advertising Co., Inc. © Utensils Division, Bridgeport Brass Co.; 30Oct56; KK121481.

Beautiful Bridgeport copperware with the magic heart of copper. New high style, new cooking efficiency. [Covered pot, corn, beans, mushrooms] (In McCall's, Dec. 1956, p.22) Appl. author: Hazard Advertising Co. © Utensil Division, Bridgeport Brass Co.; 20Nov56; KK121900.

Beautiful Bridgeport copperware with the magic heart of copper. New high style, new cooking efficiency. (In This week, Nov. 4, 1956, p.32) Appl. author: Hazard Advertising Co., Inc. © Utensils Division, Bridgeport Brass Co.; 4Nov56; KK121480.

Beautiful Bridgeport copperware with the magic heart of copper. Pride & joy set. Cookware. (In Better homes & gardens, Dec. 1956, p.150) Appl. author: Hazard Advertising Co., Inc. © Utensils Division, Bridgeport Brass Co.; 20Nov56; KK121478.

Beautiful Bridgeport copperware with the magic heart of copper. Range-to-table cookware. (In Better homes & gardens, Oct. 1956, p.50) Appl. author: Hazard Advertising Co., Inc. © Utensil Division, Bridgeport Brass Co.; 23Sep56; KK120363.

Beautiful Bridgeport copperware with the magic heart of copper. [Set of pots & 4 covered dishes] (In Life, Nov. 19, 1956, p.92) Appl. author: Hazard Advertising Co., Inc. © Utensils Division, Bridgeport Brass Co.; 15Nov56; KK121479.

Beautiful Bridgeport copperware with the magic heart of copper. The finest you can own or give. Pride & Joy set. (In This week, Dec. 2, 1956, p.52) Appl. author: Hazard Advertising Co., Inc. © Utensil Division, Bridgeport Brass Co.; 2Dec56; KK121901.

Beautiful Bridgeport copperware with the magic heart of copper. Wrap-around heat for superb cooking. Pots. (In Good housekeeping, Oct. 1956, p.284) Appl. author: Hazard Advertising Co., Inc. © Utensil Division, Bridgeport Brass Co.; 18Sep56; KK120362.

BRILL (H. C.) CO., INC. ©

Macaroni dinner. Net weight 15 ozs. avoir. Label. © 23Sep54; KK119489.

Spaghetti sauce. Net weight 10 1/2 ozs. avoir. Label. © 1Apr54; KK119488.

Spanish rice, a meal in itself. Net weight 15 ozs. avoir. Label. © 23Sep54; KK119619.

BROCK & CO., INC. ©

We want Brock's french fries. Brockie. Potatoes. (In The Evening bulletin, May 24, 1956, p.36) © 24May56; KK117741.

You're invited. Brock's big platter o' pleasure party. Brockie. Frozen french fried potatoes. (In The Evening bulletin, June 21, 1956, p.22) © 21Jun56; KK117740.

BROLITE CO., INC. ©

Bro-Eze, powdered loaf releasing agent. (In The Garfeldian, Sept. 26, 1956, p.17G-A) © 26Sep56; KK119915.

BROMO-MINT CO. d.b.a. KENNER PRODUCTS CO. SEE Kenner Products Co.

BROOKS, HAROLD. ©

Business Saver fire-resistant safe, big enough to hold account books ... and other business records. Jumbo size. Sheet. © 7Aug56; KK118728.

BROWN, A. MAXWELL d.b.a. CLIPPER PRODUCTS CO. SEE Clipper Products Co.

BROWN, ELINOR L.

Readingland games. Box 1. Midwest Pub. Co. Label. © Elinor Luella Brown; 1Aug56; KK119336.

BROWN & WILLIAMSON TOBACCO CORP. ©

Now more than ever, the most wanted gift in cigarettes. Viceroy. (In New York journal-American, Dec. 2, 1956, p.20L) Appl. author: Ted Bates & Co., Inc. © 2Dec56; KK121511.

Smokers everywhere are discovering why Viceroys are smoother. (In The Notre Dame scholastic magazine, Nov. 16, 1956, p.4) Appl. author: Ted Bates & Co., Inc. © 16Nov56; KK121522.

BROWN-FORMAN DISTILLERS CORP. ©

Only from Old Forester, something for every customer and for you, extra profits. The year's most advanced decanter, a new triumph in design for giving ... (In Missouri beverage journal, Oct. 1956, p.17) Appl. author: Ruthrauff & Ryan, Inc. © 5Oct56; KK120340.

Only from Old Forester, something for every customer and for you, extra profits. The year's most advanced decanter; another triumph in functional design ... (In Illinois beverage journal, Oct. 1956, p.70-71) Appl. author: Ruthrauff & Ryan, Inc. © 5Oct56; KK120339.

There's more to living when you add famous bonded Old Forester. [TV scene; group of men with drinks] (In Ebony, Oct. 1956, p.111) Appl. author: Ruthrauff & Ryan, Inc. © 5Oct56; KK120014.

You add so much to your members' satisfaction when you serve famous bonded Old Forester. (In Club management, Sept. 1956, p.2 of cover) Appl. author: Ruthrauff & Ryan, Inc. © 5Sep56; KK120349.

You've earned it. Live a little. Old Forester. (In Town & country, Sept. 1956, p.2 of cover) Appl. author: Ruthrauff & Ryan, Inc. © 5Sep56; KK120350.

BROWNBERRY OVENS, INC. ©

Catherine Clark's Brownberry Ovens traditional sage & onion stuffing. Net wt. 8 oz. Label. Appl. author: Ernst Spuehler. © 15Oct56; KK121744.

BROWNELL, BOB.
Acraglas. Plastic glass. 5 p. © F. R. Brownell d.b.a. Bob Brownell; 17Sep56; KK119642.

BROWNELL, F. R. d.b.a. BOB BROWNELL. SEE Brownell, Bob.

BROWNING, KING & CO. OF NEW YORK, INC. ©
The search for Whistler's father. Men's clothing. (In New York times, June 13, 1956) Appl. author: William Pecau. © 12Jun56; KK118111.

BRUCE (E. L.) CO. ©
New, Bruce liquid paste wax. Net contents 22 fluid ozs. Label. Appl. author: John Carlyle Fleming. © 1Nov56; KK121631.

World's largest maker of hardwood floors. Bruce cleaning wax for hardwood floors. Net contents one U. S. quart. Label. Appl. author: John Carlyle Fleming. © 15Nov56; KK121629.

World's largest maker of hardwood floors. Bruce self-polishing wax. Net contents one U. S. quart. Label. Appl. author: John Carlyle Fleming. © 1Dec56; KK121630.

BUCKEYE BAIT CORP. ©
Buckeye double snap-on plastic bobber. Sheet. Appl. author: Charles A. Cowsert. © 24Oct56; KK120882.

BUCKLEY, ANDREW FORREST & JENNIE COLEMAN BUCKLEY d.b.a. & sole owners of A. & J. STERILIZER CONTROL CO. SEE A. & J. Sterilizer Control Co.

BUCKLEY, JENNIE COLEMAN & ANDREW FORREST BUCKLEY d.b.a. & sole owners of A. & J. STERILIZER CONTROL CO. SEE A. & J. Sterilizer Control Co.

BUDD CO. ©
Progressive machining. Cutting standards. Machine tools. 32 p. Appl. author: Frank J. Houben. © 21Jun56; KK118908.

BUDDE & WEIS MANUFACTURING CO. ©
Church furniture. 50 p. © 6Apr56; KK118755.

BUELL, MARJORIE H. ©
Little Lulu, by Marge; majorette standup. Kleenex tissues. Display statuette. © 20Apr56; KK117775.

BUHR MACHINE TOOL CO. ©
Buhr Economatic performs 55 operations every 23 seconds. (In American machinist, Aug. 9, 1956, p.108-109) Appl. author: Dudgeon, Taylor & Bruske, Inc. © 9Aug56; KK119492.

BUICK DEALERS' ASSN.
For only peanuts, sixteen cents a day more, to be exact, you can step up to Buick. Automobiles. (In The Los Angeles times, June 4, 1956, pt.2, p.7) Appl. author: Dan B. Miner Co. © Los Angeles Buick Dealers' Assn. a.k.a. Buick Dealers' Assn.; 4Jun56; KK117792.

Less than the cost of a package of cigarettes a day. Automobiles. (In The Los Angeles times, May 21, 1956, pt.1, p.22) Appl. author: Dan B. Miner Co. © Los Angeles Buick Dealers' Assn. a.k.a. Buick Dealers Assn.; 21May56; KK117791.

BULLARD (E. D.) CO. ©
Bullard insect repellent. Net weight 6 oz. av. Label. © 27Jul56; KK118946.

BURGER BREWING CO. ©
Burger, setting a new high standard of quality. (In The Cincinnati enquirer, v.116th yr., no.128, p.35) Appl. author: John F. Koons. © 15Aug56; KK119275.

The constant taste pleasing quality of Burger beer has made it the favorite of men and women who appreciate quality. (In The Cincinnati enquirer, 116th yr., no.84, p.35) Appl. author: John F. Koons. © 2Jul56; KK118383.

Flavor, pleasure, Burger, setting a new high standard of quality. (In The Cincinnati enquirer, v.116th yr., no.114, p.35) Appl. author: John F. Koons. © 1Aug56; KK119276.

Flavor setting a new high standard of quality that makes Burger beer outstanding. (In The Cincinnati enquirer, 116th yr., no.100, p.35) Appl. author: John F. Koons. © 18Jul56; KK118384.

Setting a new high standard of quality. (In The Cincinnati enquirer, v.116th yr., no.142, p.33) Appl. author: John F. Koons. © 29Aug56; KK119273.

Setting a new high standard of quality. Brewed only of fine grains ... to give Burger beer its taste pleasing flavor. (In The Cincinnati enquirer, 116th yr., no.79, p.13) Appl. author: John F. Koons. © 27Jun56; KK118382.

BURKHART ENGINEERING ASSOCIATES, INC. ©
Save up to 1/3 of your fuel costs. Consolidated Duo boiler. Folder. © 1Mar52; KK120352.

BURT, C.
Gelatin-Plus for problem nails. Ninety 10-gr. capsules. Cosmetics. Label. © C. Burt d.b.a. Gelatin-Plus; 25Jun56; KK117732.

BURTONITE CO.
Burtonite no.7, a new and better gum from guar seeds. (Burtonite guar gum) Folder. © Burton H. Greenwood t.a. Burtonite Co.; 30Jul56; KK119104.

BUSSARD, DAVID D. & RUSSELL D. BUSSARD d.b.a. R. D. BUSSARD & SON. SEE Bussard (R. D.) & Son.

BUSSARD (R. D.) & SON.
Something new and better in laundry extractor covers. Sheet. © Russell D. Bussard & David D. Bussard d.b.a. R. D. Bussard & Son; 7Sep56; KK121667.

BUSSARD, RUSSELL D. & DAVID D. BUSSARD d.b.a. R. D. BUSSARD & SON. SEE Bussard (R. D.) & Son.

BUTLER, MILES J. ©
Cranberry Ade. 12 fluid oz. Soft drink. Label. © 26Nov56; KK121410.

BUTLER MANUFACTURING CO. ©
Ask for it. Cleaning in, step out same day. New Butler Gentle-Clean process. Streamer. © 29May55; KK118579.

Ask for it. Cleaning in, step out same day. New Butler Gentle-Clean process, odor free. Display card. © 29May55; KK118470.

Cleaning in, step out same day. New Butler Gentle-Clean process. Sheet. © 29May55; KK118250.

BUTLER PAPER PRODUCTS CO. ©
Borders strawberry ice cream. Handy-Serv carton; terr. des.6254. One pint liquid. Label. © 28Jan55 (in notice: 1954); KK121214.

Brookvue Farms brand butter. One pound net. Carton. Territorial design no.81754. Label. © 20Sep54; KK120994.

Bulk. One half gallon liquid. Handy-Serv ice cream carton. Des. 11154. Label. © 10Dec54; KK120996.

Bulk pac; ice cream. Handy-Serv. carton design no.600. One half gallon liquid. Label. © 14Oct53; KK120735.

Cherry vanilla ice cream. Handy-Serv carton; design 650. One pint liquid. Label. © 9Jun54 (in notice: 1953); KK121211.

Farmington's guest quality butter. One pound net. Carton. Terr. des. 12154. Label. © 10Dec54; KK120993.

Fresh country butter, Ideal Dairy, Inc. One pound net. Carton. Terr. des. 61054. Label. © 10Jul54; KK120991.

Golden Spread brand creamery butter. One pound net. Carton. Terr. des. 5955. Label. © Butler Paper Products Co.; 26May55; KK120992.

Handy-Serv; ice cream carton design no.900. One half gallon liquid. Label. © 23Jul56; KK120733.

Ice cream is refreshing & healthful, serve it often. Handy-Serv; carton design no.800. One half gallon liquid. Label. © 15May55; KK120734.

Lady Warwick dairy dessert. Handy-Serv carton; terr. des.73054. One pint liquid. Label. © 10Dec54; KK121210.

Liberty ice cream, Neopolitan. Handy-Serv carton; territorial flavor design no.81154. One pint liquid. Label. © 15Sep54; KK121212.

Mayflower, the Gold'n Flow, butter. Paraffined carton; terr. des.3854. One pound net. Label. © 15Apr54; KK121213.

O. P. Skaggs System ice cream. Handy-Serv carton; territorial design no.72954. One-half gallon liquid. Label. © 17Jan55 (in notice: 1954); KK120736.

Rothermel's bulk ice cream. Carton design no.700. One half gallon liquid. Label. © 5Apr54; KK120732.

Sherbet. One half gallon liquid. Handy-Serv carton. Des. 9154. Label. © 10Dec54; KK120995.

BUXTON, INC. ©
Can your billfold hold all this and still look like this? Yes, if it's the Contour, by Buxton ... (In The New York times, June 3, 1956, p.61) Appl. author: Doyle Dane Bernbach, Inc. © 3Jun56; KK118179.

See what you get in a Convertible, by Buxton, best for your money. Billfolds. (In Life, June 4, 1956, p.162) Appl. author: Doyle Dane Bernbach, Inc. © 31May56; KK118176.

So slim, so neat, yet it holds so much, it's the new Contour billfold, by Lady Buxton, best for your money. (In Ladies' home journal, Apr. 26, 1956, p.20) Appl. author: Doyle Dane Bernbach, Inc. © 1May56; KK118177.

C

CABIN IN THE PINES. ©
Cabin in the pines. Disposable small animal bed. Directions for assembling. Label. Appl. author: Charles W. Field. © 7Aug56; KK118994.

CAIRNS, HENRY W. d.b.a. ROX PRODUCTS CO. SEE Rox Products Co.

CAL-DAK.

Genuine Cal-Dak for quality. King-size Florentine brass roll-a-tray. Item no.484. Sheet. Appl. author: Zepha Bogert. © Cal-Dak Co. d.b.a. Cal-Dak; 3Jul56; KK117939.

Lawn and garden hose reels. Genuine Cal-Dak for quality. Sheet. Appl. author: Zepha Bogert. © Cal-Dak Co. d.b.a. Cal-Dak; 4Oct56; KK120060.

CALICO CENTER.

Combined for quality. Drapery fabrics, bedspreads, slipcovers & decorating service. Folder. © Calico Center, Inc.; 28Aug56; KK120196.

CALIFORNIA & WASHINGTON CO. ©

C & W sliced strawberries, fresh frozen, in light syrup. Net weight 10 oz. Label. © 24Oct56 (in notice: 1955); KK120905.

CALIFORNIA BIRDS, INC. ©

Birds of paradise, strelitzia reginae. Cut flowers. Post card. Appl. author: Ralph E. Dewey. © 27Sep56; KK119749.

Paradise brand strelitzia; letterhead stationery. Cut flowers. Sheet. Appl. author: Ralph E. Dewey. © 12Sep56; KK119410.

CAMPBELL, GEORGE & PETER G. BEREOLOS d.b.a. HHOOTT DDOOGG CO. SEE Hhoott Ddoogg Co.

CANADIAN NATIONAL RAILWAYS. ©

Canadian National Railways introduces the Canadian week-end, a new year-round profit opportunity. (In ASTA travel news, Aug. 1956, p.107) Appl. author: McCann Erickson, Inc. © 1Aug56; KK121245.

Canadian weekend, new profit opportunity 52 times a year. (In ASTA travel news, Sept. 1956, p.12) Appl. author: McCann Erickson, Inc. © 1Sep56; KK121063.

Take a Canadian week-end. Leave by train Thursday night, back Tuesday early and bright. (In New York herald tribune, Apr. 9, 1956, p.7) Appl. author: McCann Erickson, Inc. © 9Apr56; KK121536.

CANFIELD (A. J.) CO. ©

Apple Jackie. Soft drink. One quart. Label. Appl. author: Wesley Aves & Associates, Inc. © 27Sep56; KK121177.

CANNATA, SALVATORE J. ©

Tugee extension fastener. Folder. © 2Oct56; KK120617.

Tugee extension fastener. Label. © 9Oct56; KK120016.

CAPEWELL MANUFACTURING CO. ©

Capewell saws. Hand and power hack saw and band saw blades. Folder. Appl. author: Edward W. Robotham Co. © 19Jul56; KK119158.

CAPLAN, IRWIN.

Energy Ernie. SEE Amalgamated Sugar Co.

CAPP, AL. SEE Capp-Hample, Inc.

CAPP-HAMPLE, INC. ©

C. C. Mokum, by Al Capp. Another 5 minutes and coffee'll be ready. Rudd-Melikian coffee dispenser. (In Time, Jan. 9, 1956, p.86) © 9Jan56; KK119330.

C. C. Mokum, by Al Capp. Output's, sob, sinking and so are the boys. Rudd-Melikian coffee dispenser. (In Time, Feb. 6, 1956, p.55) © 6Feb56; KK119329.

CAR BRITE CO. ©

He's the best owner a car could have because --. Automobile washing service. Folder. Appl. author: Kight Advertising, Inc. © 17Aug56; KK119292.

CARCARE LEASING CO. solely owned by CLINTON SPRAY WAX CORP. SEE Clinton Spray Wax Corp.

CAREY CADILLAC RENTING. ©

Carey Cadillac with uniformed chauffeur. Rate schedule. Folder. © 18Jul56; KK118245.

For any occasion of special importance, Carey air-conditioned Cadillac with uniformed chauffeur. Folder. Appl. author: Kelly, Nason, Inc. © 18Jun56; KK117719.

Rates. Folder. Appl. author: Kelly, Nason, Inc. © 4Oct56; KK121008.

CARNATION CO. ©

Cool, quick, no baking, no cooking. Evaporated milk. (In Life, Aug. 27, 1956, p.119) Appl. author: A. Culver Boyd, Jr. © 24Aug56; [illegible].

Fudge in 5 minutes, no beating, no failures. Evaporated milk. (In Life, Dec. 3, 1956, p.2 of cover) Appl. author: A. Culver Boyd, Jr. © 30Nov56; KK121496.

Never a lump when you make cream sauce with better-blending Carnation. Evaporated milk. (In Life, Sept. 17, 1956, p.27) Appl. author: A. Culver Boyd, Jr. © 14Sep56; KK119498.

CARON.

Caron, the greatest name in perfume. (In The New Yorker, Aug. 4, 1956, p.33) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 2Aug56; KK118879.

Caron, the greatest name in perfume. [Bird] (In Town & country, Sept. 1956, p.94) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 1Sep56; KK120589.

Caron, the greatest name in perfume. [Potted plant] (In Town & country, Oct. 1956, p.78) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 1Oct56; KK120588.

A concentrate for men, Pour un Homme, les plus belles lavandes, de Caron. (In Gentry, fall 1956, p.20) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 1Oct56; KK120587.

The greatest name in perfume, Caron. (In Harper's bazaar, Aug. 1956, p.102) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 1Aug56; KK118765.

Pour un Homme de Caron, a concentrate for men. (In The New Yorker, Sept. 29, 1956, p.41) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 27Sep56; KK120590.

CARR ORGANIZATION. ©

Direct traffic your way with low-cost jumbo flash cards. Mailing card designs. Folder. Appl. author: Jack A. Smith. © 15Jan53; KK119338.

CARTER'S INK CO. ©

Carbon paper for electric typewriters. Label. © 26Sep56; KK119893.

Pocket size with king-size capacity, Carter's marker with felt point. (In Life, Oct. 29, 1956, p.132) Appl. author: Hoag & Provandie, Inc. © 25Oct56; KK120772.

Quick as a kitten. Carter's paper-sticking adhesives. (In Life, Sept. 24, 1956, p.76) Appl. author: Hoag & Provandie, Inc. © 21Sep56; KK120080.

CARTOON AD SERVICE.

Clever ads at reasonable cost. They'll say it every time. Sheet. © Cartoon Ad Service, John William Side, sole owner; 1Jul56; KK118756.

CASTRO DECORATORS, INC. ©

Castro, pioneer & design leader ... The key operated automatic convertible. Automatic sofa bed. (In The New York times, July 26, 1956, p.16) © 26Jul56; KK119124.

CATALINA, INC. ©

La Continental. Continental commands the attentive glance, long torso, new tucked corselette with all-around hemline, jeweled cluster pins. Swimwear. (In Vogue, May 15, 1955) © 15May55; KK118223.

La Continental par Catalina. Continental commands the attentive glance. Swimsuits. (In Vogue, May 15, 1955, p.15) © 15May55; KK118621.

CEDARGREEN FROZEN PACK CORP. ©

Cedergreen brand asparagus cuts and tips. Net weight 10 ounces. Label. Appl. author: Crown Zellerbach Corp. © 18Sep56; KK119833.

Cedergreen brand brussels sprouts. Net weight 10 ounces. Label. Appl. author: Crown Zellerbach Corp. © 23Oct56; KK121392.

Cedergreen brand chopped spinach. Net weight 12 ounces. Label. Appl. author: Crown Zellerbach Corp. © 15Jun56; KK118069.

Cedergreen brand cut broccoli. Net weight 10 ounces. Label. Appl. author: Crown Zellerbach Corp. © 14Aug56; KK119182.

Cedergreen brand cut corn. Net weight 10 ounces. Label. Appl. author: Crown Zellerbach Corp. © 18Sep56; KK119834.

Cedergreen brand cut green beans. Net weight 9 ounces. Label. Appl. author: Crown Zellerbach Corp. © 14Aug56; KK119352.

Cedergreen broccoli spears. Net weight 9 ounces. Label. Appl. author: Crown Zellerbach Corp. © 20Jul56; KK118556.

Cedergreen French cut green beans. Net weight 9 ounces. Label. Appl. author: Crown Zellerbach Corp. © 25Jul56; KK119130.

Cedergreen large asparagus spears. Net weight 10 ounces. Label. Appl. author: Crown Zellerbach Corp. © 23Jul56; KK119131.

CENTRAL STEEL & WIRE CO. ©

Gage decimals. Form no.F603. Chart. © 6Jun56; KK117782.

CERTIFIED COATINGS PRODUCTS CO.

Wax free, Certified, triple action, paint and varnish remover. Net contents 1 quart. Label. © Martin J. Fischer d.b.a. Certified Coatings Products Co.; 1Jun56; KK119609.

CHAMPION-INTERNATIONAL CO. ©

For superb color detail, specify the standard of excellence; C-I coated papers. Indians of America. (In The New Yorker, Nov. 3, 1956, p.191) Appl. author: Harold Cabot & Co., Inc. © 1Nov56; KK120953.

How to assure her of unlimited visibility. C-I coated papers. (In The National geographic magazine, Feb. 1956) Appl. author: Harold Cabot & Co., Inc. © 11Jan56 (in notice: 1955); KK121232.

How to electronify an executive. C-I coated papers. (In The National geographic magazine, Oct. 1955) Appl. author: Harold Cabot & Co., Inc. © 13Sep55; KK121233.

How to win fame in your field. C-I coated papers. (In The New Yorker, Apr. 7, 1956, p.145) Appl. author: Harold Cabot & Co., Inc. © 5Apr56; KK121231.

The standard of excellence in coated papers. How to capture company character on paper. (In The National geographic magazine, Dec. 1955) Appl. author: Harold Cabot & Co., Inc. © 9Nov55; KK121651.

CHARTER PRODUCTS CO.

Plain pure white Sno-White salt. How to make your own herb salts. Net wt. 1 lb. 10 oz. Label. © Salem Commodities, Inc. d.b.a. Charter Products Co.; 26Sep55; KK118468.

CHEMWAY CORP.

Dramatic paper test proves at last you can be close-up confident about your complexion. Sheer Flattery creme make-up. (In True story, July 1956, p.11) Appl. author: Dancer-Fitzgerald-Sample, Inc. © Lady Esther Division, Chemway Corp.; 7Jun56; KK118884.

New face powder discovery. Whirled in lanolin. Appl. author: Dancer-Fitzgerald-Sample, Inc. © Lady Esther Division of Chemway Corp.; 20Jun55; KK121306.

Only with Lady Esther can you powder yourself prettier. Face powder and Puff Magic pressed powder. (In McCall's, July 1956, p.8) Appl. author: Dancer-Fitzgerald-Sample, Inc. © Lady Esther Division of Chemway Corp.; 21Jun56; KK118738.

Only with Lady Esther can you powder yourself prettier. Matching 49¢ blemish stick with your purchase of Lady Esther face powder. (In The American weekly, July 29, 1956) Appl. author: Dancer-Fitzgerald-Sample, Inc. © Lady Esther Division of Chemway Corp.; 29Jul56; KK118739.

CHESEBROUGH PONDS, INC. ©

Rusty and Dusty. The Trouble twins. Vaseline hair tonic and Vaseline petroleum jelly. Appl. author: McCann Erickson, Inc. © 19Aug56; KK121113.

CHING, CYRUS S.

Should your child go into personnel work? SEE New York Life Insurance Co.

CHIPZELS, INC. ©

Frilled potato chips, by Chipzels. Net wt. 3 3/4 ozs. Label. © 1Nov56; KK120972.

CHISM ICE CREAM CO. ©

Greatest taste on earth. Chocolate chip; banana ice cream. (In Reno evening gazette, Aug. 2, 1956, p.21) Appl. author: Thomas Cave Wilson. © 2Aug56; KK120089.

Ice cream in the Yuletide tradition. (In Reno evening gazette, Dec. 6, 1956, p.24) Appl. author: Thomas Cave Wilson. © 6Dec56; KK121837.

Let's talk turkey, ice cream, that is. (In Reno evening gazette, Nov. 1, 1956, p.25) Appl. author: Thomas Cave Wilson. © 1Nov56; KK121056.

On the right track. (In Reno evening gazette, v.80, no.84, p.21) Appl. author: Thomas Cave Wilson. © 5Jul56; KK120035.

Treasure pleasure. Chism raspberry ice cream. Chism lemon custard ice cream. (In Reno evening gazette, June 6, 1956, p.28) Appl. author: Thomas Cave Wilson. © 6Jun56; KK118645.

Trick or treat. Chism butter praline. (In Reno evening gazette, v.80, no.164, p.33) Appl. author: Thomas Cave Wilson. © 4Oct56; KK121000.

CHRYSLER CORP. ©

Chrysler Corporation salutes trade and industrial progress in Evansville. Plymouth, Dodge, De Soto, Chrysler, Imperial. Automobiles. (In The Sunday courier & press, Evansville, Ind., Aug. 21, 1955, p.14E) Appl. author: McCann Erickson, Inc. © 21Aug55; KK118963.

The five all-new cars with the flight-sweep, one vivid stroke from headlight to upswept tail. Plymouth, Dodge, De Soto, Chrysler, Imperial. (In Life) Appl. author: McCann Erickson, Inc. © 14Nov55; KK119128.

For 1957 the forward look makes styling news again. The new shape of motion in the newest new cars in 20 years. (In The Saturday evening post, Oct. 20, 1956, p.119) Appl. author: McCann Erickson, Inc. © 20Oct56; KK121762.

For 1957 the forward look will present the new shape of motion. Automobiles. (In Otsego County herald times) Appl. author: McCann Erickson, Inc. © 2Aug56; KK121763.

CHUN KING SALES, INC. ©

How many more occasions can you think of when Chun King is just the thing. Canned foods. (In Family circle, Jan. 1954, p.16) Appl. author: Jeno F. Paulucci. © 20Jan54 (in notice: 1953); KK117824.

CINCINNATI MILLING MACHINE CO. ©

Cincinnati 2 hp independent overhead spindle ... Machine tool attachment. Sheet. © 18Oct56; KK121134.

CINEMA LENS CO. ©

Vistascope breaks the vision barrier, adds a new width dimension. Vistascope products from $28.50 up. (In U. S. Camera, Aug. 1956, p.78-79) © 2Jul56; KK118505.

CITROLEUM CO. ©

Citroleum sun cream. Net weight 1 1/2 ozs. Label. Appl. author: Benjamin Green. © 9Jul56; KK117942.

CITY NATIONAL BANK & TRUST CO. OF CHICAGO. ©

A question of diversification. Pamphlet. © 15Oct56; KK121252.

CLAFF (M. B.) & SONS, INC. ©

Satellite footwear. Label. © 25Oct56; KK120842.

CLAIROL, INC. ©

The adventures of Claire Hall. It's Clairol's fabulous, new, Come Alive Gray. Hair coloring. (In American hairdresser & beauty culture, Jan. 1956, p.6-7) Appl. author: Foote, Cone & Belding. © 20Dec55 (in notice: 1956); KK120197.

The adventures of Claire Hall. Miss Clairol Hair Color Bath. (In American hairdresser & beauty culture, Feb. 1956, p.6-7) Appl. author: Foote, Cone & Belding. © 20Jan56; KK120198.

Does she or doesn't she? Miss Clairol Hair Color Bath. [Blonde] teacher. (In Glamour, Nov. 1956, p.31) Appl. author: Foote, Cone & Belding. © 22Oct56; KK121775.

Does she or doesn't she? Miss Clairol Hair Color Bath. [Mother & son with] sailboat. (In Life, July 16, 1956, p.5) Appl. author: Foote, Cone & Belding. © 14Jul56; KK120022.

Does she or doesn't she? Miss Clairol Hair Color Bath. [Mother watching] boy on sliding [board] (In Life, Aug. 6, 1956, p.87) Appl. author: Foote, Cone & Belding. © 4Aug56; KK120026.

Does she or doesn't she? Miss Clairol Hair Color Bath. Teacher [with boy & girl] (In Life, Nov. 19, 1956, p.78) Appl. author: Foote, Cone & Belding. © 15Nov56; KK121776.

Does she or doesn't she? Miss Clairol Hair Color Bath. [Typist making correction on] typewriter. (In Life, June 11, 1956, p.156) Appl. author: Foote, Cone & Belding. © 9Jun56; KK120024.

Does she or doesn't she? Miss Clairol Hair Color Bath. [Woman with] envelopes & letters. (In Life, May 21, 1956, p.18) Appl. author: Foote, Cone & Belding. © 19May56; KK120021.

Does she or doesn't she? Miss Clairol Hair Color Bath. [Young woman looking into stamp album] (In Life, June 25, 1956, p.103) Appl. author: Foote, Cone & Belding. © 23Jun56; KK120025.

New, Come Alive Gray is quick as a rinse, easy as a rinse. ABC treatment. Hair coloring. (In American hairdresser & beauty culture, Apr. 1956, p.6-7) Appl. author: Foote, Cone & Belding. © 20Mar56; KK120203.

Now, rinse new beauty into your gray hair. Clairol's fabulous, new, Come Alive Gray. Woman holding newspaper. (In Daily news, New York, Apr. 13, 1956, p.47) Appl. author: Foote, Cone & Belding. © 13Apr56; KK120201.

Now, rinse new beauty into your gray hair; Come Alive Gray. [Woman reading newspaper with Clairol headlines] Hair coloring. (In Daily news, New York, May 18, 1956, p.7) Appl. author: Foote, Cone & Belding. © 18May56; KK120536.

These leading career women agree: It's not just color, but made-to-order hair color that makes Miss Clairol so beautifully right. Six endorsers. (In Charm, Dec. 1955, p.37) Appl. author: Foote, Cone & Belding. © 22Nov55; KK120866.

CLARK, N. C.

Wrigley's aisle guide to the finest quality foods at the lowest prices every day. Folder. © Norman C. Clark; 10May56; KK118512.

CLARK GRAVE VAULT CO. ©

When you are the one to whom others look. (In Town journal, Nov. 1956, p.14) Appl. author: Ranald S. West. © 22Oct56; KK120559.

CLARK GRAVE VAULT CO. © Cont'd.

When you are the one who is needed most. (In Farm journal, Oct. 1956, p.107) Appl. author: Ranald S. West. © 22Sep56; KK120213.

CLAYTON (A. C.) PRINT. CO. ©

Handcraft footwear, travel in fashion. Shoe carton wrap. Label. © 13Jul56; KK118266.

CLAYTON LABORATORIES. ©

At last, nature's secret discovered in citrus fruits leads to ... control of colds. Citroid compound. Pharmaceuticals. (In New Haven evening register, Oct. 4, 1956, p.28) © 4Oct56; KK121664.

At last, nature's secret discovered in citrus fruits leads to medicine's newest weapon for control of colds. Citroid compound. (In Daily news, New York, Oct. 3, 1956, p.57) © 3Oct56; KK120962.

An open letter to physicians of New York on Citroid compound, medicine's newest weapon for control of colds. (In New York world telegram & sun, Oct. 3, 1956, p.24) © 3Oct56; KK120963.

CLEAN HOME PRODUCTS, INC. ©

Born every hour, 460 customers for this product. Perfumed Apex Didy-Pal. Diaper-pail deodorizer. Sheet. Appl. author: Alvin L. Saeks. © 23Oct56; KK120606.

CLEANSER PRODUCTS, a division of S.O.S. CO. SEE S.O.S. Co.

CLEVELAND FRUIT JUICE CO., INC. ©

Yum-yum, butterum sundae, non alcoholic, a tasty treasure. Label. Appl. author: Donald E. Walker. © 1Feb56; KK117834.

CLEVELAND HOSPITAL SERVICE ASSN. ©

Live long and like it. He drove carefully, he didn't. Blue Cross. (In The Cleveland press) Appl. author: Jonathan F. Davis. © 22Oct56; KK121870.

Live long and like it. He refused a highball before driving home, he didn't. Blue Cross. (In The Cleveland press) Appl. author: Jonathan F. Davis. © 10Sep56; KK121867.

Live long and like it. Her husband had the cellar steps fixed, hers didn't. Blue Cross. (In The Cleveland press) Appl. author: Jonathan F. Davis. © 24Sep56; KK121868.

Live long and like it. She got an allergy test, she didn't. Blue Cross. (In The Cleveland press) Appl. author: Jonathan F. Davis. © 27Aug56; KK121866.

Live long and like it. She worried about her continued cough, she didn't. Blue Cross. (In The Cleveland press) Appl. author: Jonathan F. Davis. © 8Oct56; KK121869.

CLEVELAND MODEL & SUPPLY CO. ©

The Profitkraft line. Materials for artificial flowers, decorations, novelties and crafts. 32 p. Appl. author: W. A. Pachasa. © 24Sep56; KK121440.

CLINTON SALES, INC. ©

Clinton Mak.Ur.Bait, live action lures. Kit no.2. Label. Appl. authors: Claton Butler & others. © 1Feb56; KK117931.

CLINTON SPRAY WAX CORP.

Guarantee certificate. Wax process for car. © CarCare Leasing Co. solely owned by Clinton Spray Wax Corp.; 11Sep56; KK121270.

Incomparable CarCare, world's finest custom waxing. Folder. © CarCare Leasing Co. solely owned by Clinton Spray Wax Corp.; 26Sep56; KK121271.

CLIPPER PRODUCTS CO.

Allmetal re-newer, cleaner, polisher. Contents 1/2 pint. Label. © A. Maxwell Brown d.b.a. Clipper Products Co.; 7Feb56; KK118482.

Clipper Alleather cleaner preserver. Contents 1/2 pint. Label. © A. Maxwell Brown d.b.a. Clipper Products Co.; 20Sep55; KK118584.

Technical information on Allmetal re-newer cleaner-polisher. Bulletin no.22 JU-56. 2 p. © A. Maxwell Brown, Clipper Products Co.; 15Jun56; KK117963.

CLOROX CHEMICAL CO. ©

Clorox opens new plant to meet increased demand and improve service. America's favorite bleach and household disinfectant. (In Progressive grocer, June 1956, p.163) Appl. author: Honig-Cooper Co. © 1Jun56; KK118262.

Extra summer washing means extra Clorox sales for you. Household bleach & disinfectant. (In Progressive grocer, July 1956, p.121) Appl. author: Honig-Cooper Co. © 1Jul56; KK120088.

Feature Clorox in spring house-cleaning displays, it pays. There's more money to be made with Clorox. Household bleach and disinfectant. (In Progressive grocer, Apr. 1956, p.31) Appl. author: Honig-Cooper Co. © 1Apr56; KK118258.

It's fall house-cleaning time. Clean up with Clorox. Household bleach and disinfectant. (In San Francisco call-bulletin, Sept. 20, 1956, p.16) Appl. author: Honig-Cooper Co. © 20Sep56; KK120082.

It's so easy to save your sunny disposition, use Clorox. Household bleach & disinfectant. (In San Francisco examiner, Oct. 4, 1956, sec. 3, p.4) Appl. author: Honig-Cooper Co. © 4Oct56; KK120698.

Warm weather means more family wash and that means more Clorox sales for you. Household bleach and disinfectant. (In Progressive grocer, May 1956, p.2) Appl. author: Honig-Cooper Co. © 1May56; KK118259.

When this line gets longer, so does this one. Household bleach & disinfectant. (In Progressive grocer, Aug. 1956, p.41) Appl. author: Honig-Cooper Co. © 1Aug56; KK120087.

You get a cleaner wash with Clorox, whiter, brighter, sanitary, too. [Beach scene] Household bleach & disinfectant. (In San Francisco call-bulletin, July 12, 1956, p.26) Appl. author: Honig-Cooper Co. © 12Jul56; KK120086.

You get a cleaner wash with Clorox, whiter, brighter, sanitary, too. [Boudoir scene; small girl putting on gloves; mother seated on floor adjusting child's skirt] Household bleach & disinfectant. (In San Francisco call-bulletin, Aug. 23, 1956, p.13) Appl. author: Honig-Cooper Co. © 23Aug56; KK120083.

You get a cleaner wash with Clorox, whiter, brighter, sanitary, too. [Mother & daughter admiring freshly laundered dress] Household bleach & disinfectant. (In San Francisco call-bulletin, July 26, 1956, p.21) Appl. author: Honig-Cooper Co. © 26Jul56; KK120085.

You get a cleaner wash with Clorox, whiter, brighter, sanitary, too. [Woman & baby] Household bleach and disinfectant. (In San Francisco call-bulletin, May 17, 1956, p.24) Appl. author: Honig-Cooper Co. © 17May56; KK118260.

You get a cleaner wash with Clorox, whiter, brighter, sanitary, too. [Woman & daughter with flower basket] Household bleach and disinfectant. (In San Francisco call-bulletin, June 21, 1956, p.28) Appl. author: Honig-Cooper Co. © 21Jun56; KK118263.

You get a cleaner wash with Clorox, whiter, brighter, sanitary, too. [Woman by clothesline] Household bleach & disinfectant. (In San Francisco call-bulletin, May 31, 1956, p.18) Appl. author: Honig-Cooper Co. © 31May56; KK118261.

You get a cleaner wash with Clorox, whiter, brighter, sanitary, too. [Woman holding man's shirt] Household bleach & disinfectant. (In San Francisco examiner, Aug. 9, 1956, p.15) Appl. author: Honig-Cooper Co. © 9Aug56; KK120084.

You get a cleaner wash with Clorox, whiter, brighter, sanitary too. [Woman holding up 2 dresses] (In San Francisco call-bulletin, Sept. 6, 1956, p.17) Appl. author: Honig-Cooper Co. © 6Sep56; KK120697.

COCA-COLA CO. ©

Add sparkle with your lunch. Drink Coca-Cola ice cold. 2 girls and dispenser. Carbonated beverage. Poster. Appl. author: McCann Erickson, Inc. © 1Nov56; KK121161.

Almost everyone appreciates the best. In 3 convenient sizes, standard-size, king-size, family-size. The Pocatello Coca-Cola Bottling Co., Pocatello, Idaho. Soft drink. (In Preston citizen, Preston, Idaho) Appl. author: McCann Erickson, Inc. © 3May56 (in notice: 1955); KK118549.

Announcing Coca-Cola in two new sizes. New king size, new family size. [Boy and girl measuring bottles of Coke] Soft drink. (In St. Petersburg independent, May 10, 1956, p.16) Appl. author: McCann Erickson, Inc. © 10May56; KK118553.

As always, your Coca-Cola bottler does more for you. Announcing big local contest. Coca-Cola Bottling Co. of New York, Inc. Soft drink. (In The Modern grocer, Sept. 14, 1956, p.3) Appl. author: McCann Erickson, Inc. © 14Sep56; KK121600.

As always, your Coca-Cola bottler does more for you. Local contest. Soft drink. (In Food topics, Sept. 10, 1956, p.69) Appl. author: McCann Erickson, Inc. © 10Sep56; KK121116.

At home, anywhere. Have a Coke. Try a sparkling bottle of bright and bracing Coca-Cola. [Woman with bottle of Coke] Soft drink. (In Atlanta daily world) Appl. author: McCann Erickson, Inc. © 29Feb56; KK118548.

Big hit, new family size. Bring home Coca-Cola. Big hit, family design; regular & family [size bottles] Carbonated beverage. Poster. Appl. author: McCann Erickson, Inc. © 1Oct56; KK119976.

Big hit, new king size. Bring home Coca-Cola. Big hit, king design; regular & king [size bottles] Carbonated beverage. Poster. Appl. author: McCann Erickson, Inc. © 1Oct56; KK119974.

Big hit, now in 3 sizes, regular, king, family. Bring home Coca-Cola. Big hit - three sizes [in bottles] Carbonated beverage. Poster. Appl. author: McCann Erickson, Inc. © 1Oct56; KK119975.

Brightest stop sign anywhere. Couple in car. Carbonated beverage. Poster. Appl. author: McCann Erickson, Inc. © 1Jul56; KK118104.

Bring home Coca Cola. Now, Coke in family size, too. Snowbank [family size bottle] Carbonated beverage. Poster. Appl. author: McCann Erickson, Inc. © 1Aug56; KK119437.

Bring home Coca Cola. Now, Coke in king size, too. Snowbank; king [size bottle] Carbonated beverage. Poster. Appl. author: McCann Erickson, Inc. © 1Aug56; KK119438.

Bring home Coca Cola. Now, Coke in three sizes. Snowbank; family [regular & king size bottles] Carbonated beverage. Poster. Appl. author: McCann Erickson, Inc. © 1Aug56; KK119436.

Bring home Coca Cola. Now, in family size. Family-Standard [size bottles] No.8948. Carbonated beverage. Poster. Appl. author: McCann Erickson, Inc. © 1Apr56; KK118868.

Bring home Coca-Cola. Now, in king size. King & standard [size bottles] Carbonated beverage. Poster. Appl. author: McCann Erickson, Inc. © 1Apr56; KK119799.

Bring home Coca-Cola. Now, in three sizes. Family, king & standard [size bottles] Carbonated beverage. Poster. Appl. author: McCann Erickson, Inc. © 1Apr56; KK119800.

Can't place the face, but the figure's familiar. [Girl representing bottle of Coke] Soft drink. (In The Technique, Atlanta, Feb. 10, 1956, p.7) Appl. author: McCann Erickson, Inc. © 10Feb56; KK118610.

Chicago area exclusive, big contests still on. $40,000 total prizes. Soft drink. (In Chicago daily tribune, Nov. 1, 1956, p.10) Appl. author: McCann Erickson, Inc. © 1Nov56; KK121551.

Chicago exclusive, 4 big contests, $40,000 in prizes. Soft drink. (In Chicago tribune (city & suburban), Oct. 22, 1956, p.10) Appl. author: McCann Erickson, Inc. © 22Oct56; KK121550.

Coke does something for you, doesn't it? Carbonated beverage. (In Indiana statesman, Terre Haute, Ind., Feb. 1956, p.5) Appl. author: McCann Erickson, Inc. © 1Feb56; KK118898.

Coke in big new king-size at the popular 12-ounce price. Soft drink. (In Holland, Mich., evening sentinel, Oct. 31, 1956, p.15) Appl. author: McCann Erickson, Inc. © 31Oct56; KK121558.

Coke, its real great taste puts you at your sparkling best. Soft drink. (In Leatherneck, Sept. 1956, p.1) Appl. author: McCann Erickson, Inc. © 1Sep56; KK121813.

Come and get it. Drink Coca-Cola. Woman at the refrigerator [holding bottle] Carbonated beverage. Poster. Appl. author: McCann Erickson, Inc. © 1Oct56; KK119801.

Customers love it and you make money when you sell Coca-Cola by the case. Carbonated beverage. (In National petroleum news, July 1956, p.113) Appl. author: McCann Erickson, Inc. © 1Jul56; KK118902.

During National Sandwich Month the good word is - Large? Carbonated beverage. (In Chain store age, Fountain restaurant ed.) Appl. author: McCann Erickson, Inc. © 1Aug56; KK119564.

Eatin' treats for Hallowe'en. Party foods that really do the trick. Americus Coca-Cola Bottling Co. Soft drink. (In Americus times recorder, Americus, Ga., Oct. 11, 1956, section 1B, p.1) Appl. author: McCann Erickson, Inc. © 11Oct56; KK121601.

The famous quality of Coca-Cola, now in king size too. [Boy and girls at table] Soft drink. (In Nowata daily star) Appl. author: McCann Erickson, Inc. © 10May56; KK118521.

Feel the difference. Coke puts you at your sparkling best. Is anything so right as Coke for complete refreshment? [Man giving bottle of Coke to girl] Soft drink. (In This week, July 1, 1956, p.40) Appl. author: McCann Erickson, Inc. © 1Jul56; KK118616.

Food idea easy and gay with sparkling Coca-Cola. Hot chili warm-up and Coke. Grand Forks Coca-Cola Bottling Co. Soft drink. (In Grand Forks, N. D., herald, Sept. 12, 1956, p.16) Appl. author: McCann Erickson, Inc. © 12Sep56; KK121599.

Food idea fun to eat with ice-cold Coca-Cola. Barbecued hero. Fort Wayne Coca-Cola Bottling Works, Inc. Soft drink. (In Fort Wayne journal gazette, July 20, 1956, p.17) Appl. author: McCann Erickson, Inc. © 20Jul56; KK121595.

Food idea great with ice-cold Coca-Cola. Chipped beef burger and Coke. Huntsville Coca-Cola Bottling Co. Soft drink. (In Huntsville times, July 5, 1956, p.14) Appl. author: McCann Erickson, Inc. © 5Jul56; KK121594.

Food idea great with sparkling Coca-Cola. Throw a basket party. Carolina Coca-Cola Bottling Co. Soft drink. (In Sumter daily item, Sumter, S. C., Aug. 9, 1956, p.20) Appl. author: McCann Erickson, Inc. © 9Aug56; KK121597.

Food ideas for holiday hospitality. Give a delicious-dessert party. Decorah Coca-Cola Bottling Co. Soft drink. (In Decorah, Iowa, journal, Nov. 15, 1956, p.5) Appl. author: McCann Erickson, Inc. © 15Nov56; KK121603.

For quality without question. [Coke with groceries on table] Soft drink. (In Atlanta daily world) Appl. author: McCann Erickson, Inc. © 22Feb56; KK118522.

For quality without question. [Man enjoying Coke] Soft drink. (In Atlanta daily world) Appl. author: McCann Erickson, Inc. © 7Mar56; KK118551.

Getting set for refreshment. Here's a picture of a smart housewife as she insures success of her latest culinary effort. [Woman placing Coke on table] The Atlanta Coca-Cola Bottling Co. Soft drink. Appl. author: McCann Erickson, Inc. © 28Mar56; KK118547.

Going home for perfect refreshment. Stock up today when you visit your favorite dealer's. [3 pictures of man carrying Coke] Soft drink. (In Atlanta daily world) Appl. author: McCann Erickson, Inc. © 21Mar56; KK118550.

Good news. Announcing Coke in big new king size. [Child measuring Coke bottles with ruler] Soft drink. (In Athol daily news, Athol, Mass.) Appl. author: McCann Erickson, Inc. © 18Apr56; KK118527.

Good news. Announcing Coke in big new king size. [Youth measuring Cokes with ruler] Coca-Cola Bottling Co. of San Jose. Carbonated beverage. (In San Jose mercury, July 20, 1956, p.8) Appl. author: McCann Erickson, Inc. © 20Jul56; KK119558.

Great news. New family-size. The biggest bottle of Coke you ever saw. [Boy holding up bottle of Coke] Carbonated beverage. (In Atlanta daily world, Aug. 1, 1956, p.3) Appl. author: McCann Erickson, Inc. © 1Aug56; KK119560.

Great news. New family size. The biggest bottle of Coke you ever saw. [Child exclaiming over bottles of Coke] Soft drink. (In Boston traveler, Apr. 23, 1956, p.34) Appl. author: McCann Erickson, Inc. © 23Apr56; KK118537.

Great news. New family-size. The biggest bottle of Coke you ever saw. [Child exclaiming over bottles of Coke] The Coca-Cola Bottling Company of Baltimore. Carbonated beverage. (In The Baltimore news-post, May 10, 1956, p.8) Appl. author: McCann Erickson, Inc. © 10May56; KK119556.

Great news. The famous quality of Coca-Cola now in new family-size too. The biggest bottle of Coke you ever saw. The Ouachita Coca-Cola Bottling Co. Soft drink. (In The Bastrop daily enterprise, Bastrop, La., Apr. 19, 1956, p.6) Appl. author: McCann Erickson, Inc. © 19Apr56; KK118546.

The great taste of Coke in 2 new sizes. Coca-Cola in standard-size ... now has two big brothers. St. Petersburg Coca-Cola Bottling Co. Soft drink. (In St. Petersburg independent, May 31, 1956, p.16) Appl. author: McCann Erickson, Inc. © 31May56; KK118531.

He drops in regularly to help you make more money. Soft drink. (In Box office, Nov. 3, 1956, Modern theatre section, p.2) Appl. author: McCann Erickson, Inc. © 3Nov56; KK121602.

Here's news for you. New family-size. The biggest bottle of Coke you ever saw. Coca Cola Bottling Co. of Concord. Soft drink. (In The Concord tribune, Apr. 26, 1956, p.6-B) Appl. author: McCann Erickson, Inc. © 26Apr56; KK118612.

COCA-COLA CO. © Cont'd.

Here's news for you. New family-size. The biggest bottle of Coke you ever saw. [Girl with two bottles of Coke] Soft drink. (In Bastrop advertiser) Appl. author: McCann Erickson, Inc. © 12Apr56; KK118544.

Here's where we keep Coke. She knows that ice-cold Coca-Cola is first choice when her family wants refreshment. [Woman getting Coke from refrigerator] Soft drink. Appl. author: McCann Erickson, Inc. © 15Feb56; KK118552.

Home's a happier place when Coke is there. Bring home both sizes today. [Boys and girls standing around table] Soft drink. (In The Rockwood times) Appl. author: McCann Erickson, Inc. © 10May56; KK118542.

Home's a happier place when Coke is there. Bring home both sizes today. [Family group around table] Soft drink. (In Rock Springs daily rocket, Rock Springs, Wyo.) Appl. author: McCann Erickson, Inc. © 20Apr56; KK118526.

Home's a happier place when Coke is there. [Family enjoying Coke] Soft drink. (In The Commercial dispatch) Appl. author: McCann Erickson, Inc. © 13Apr56; KK118523.

Home's a happier place when Coke is there. Family size Coke. Saves space at the table. Saves work for Mom. [Family group at table] Soft drink. (In Evening chronicle, Dennison, Ohio) Appl. author: McCann Erickson, Inc. © 25Apr56; KK118525.

Home's a happier place when Coke is there. New, Coke in king-size. [Boys and girls drinking Coke] Soft drink. (In Bristol herald courier, Bristol, Va.) Appl. author: McCann Erickson, Inc. © 25May56; KK118541.

Home's a happier place when Coke is there. Now 3 handy ways to bring home the Coke. [Four persons at table] Soft drink. (In Milwaukee journal) Appl. author: McCann Erickson, Inc. © 15May56; KK118524.

I feel like a Coca-Cola, do you? Of course. 'Most everyone does, often. Atlanta Coca-Cola Bottling Co. Soft drink. (In The Technique, Atlanta, Mar. 13, 1956, p.11) Appl. author: McCann Erickson, Inc. © 13Mar56; KK118617.

I like money, that's why I always display Coke with other high-profit food items. Carbonated beverage. (In Supermarket merchandising, July 1956, p.103) Appl. author: McCann Erickson, Inc. © 1Jul56; KK118901.

I like money, that's why I always display Coke with other high profit food items. Soft drink. (In Food topics) Appl. author: McCann Erickson, Inc. © 20Aug56; KK121114.

I originally came from Atlanta. That's where the pause that refreshes with ice-cold Coke began. [Man & woman on horseback] Soft drink. (In The Redbird, Mar. 16, 1956, p.5) Appl. author: McCann Erickson, Inc. © 16Mar56; KK118611.

I want you to have my souvenir record from Coke time. [Picture of] Eddie Fisher. Soft drink. (In Springfield union, Springfield, Mass., Sept. 21, 1956, p.27) Appl. author: McCann Erickson, Inc. © 21Sep56; KK121557.

It's Coke in 3 sizes. Now, 3 wonderful ways to bring home the quality of Coca-Cola. [Child exclaiming over bottles of Coke] Soft drink. (In St. Petersburg independent, May 16, 1956, p.16) Appl. author: McCann Erickson, Inc. © 16May56; KK118539.

It's Coke in 3 sizes. Now, 3 wonderful ways to bring home the quality of Coca-Cola. [Child, with face & hands pressed to window, exclaiming over bottles of Coke] St. Petersburg Coca-Cola Bottling Co. Carbonated beverage. (In St. Petersburg independent, May 16, 1956, p.16) Appl. author: McCann Erickson, Inc. © 16May56; KK119557.

It's right there, any time you want to make more money, selling Coca-Cola by the case. Soft drink. (In National petroleum news, Sept. 1956, p.238) Appl. author: McCann Erickson, Inc. © 1Sep56; KK121598.

Lazy day, hot sun overhead, and in all this big wide thirsty world, there's nothing like that great taste of Coke. Soft drink. (In This week, Aug. 12, 1956, p.11) Appl. author: McCann Erickson, Inc. © 12Aug56; KK121115.

Let that real great taste of Coke put your family at its sparkling best. Clarksville Coca-Cola Bottling Co. Soft drink. (In Clarksville leaf chronicle, May 16, 1956, p.12) Appl. author: McCann Erickson, Inc. © 16May56; KK121549.

Let the great taste of Coke put your family at its sparkling best. Bring home both sizes today. Coca-Cola Bottling Works, Rockwood, Tenn. Soft drink. (In Rockwood times) Appl. author: McCann Erickson, Inc. © 19Apr56; KK118534.

Let the great taste of Coke put your family at its sparkling best. Bring home both sizes today. Rock Hill Coca-Cola Bottling Co. Soft drink. (In Evening herald, Rock Hill, Ill.) Appl. author: McCann Erickson, Inc. © 17May56; KK118536.

Let the great taste of Coke put your family at its sparkling best. Now 3 handy ways to bring home the Coke. Coca-Cola Bottling Co. of Waterloo, Iowa. Soft drink. (In Waterloo daily courier, Waterloo, Iowa) Appl. author: McCann Erickson, Inc. © 19Apr56; KK118535.

More fun for your family when you bring home the Coke. Bring home both sizes today. [Girl with two bottles of Coke] Soft drink. (In The Rock Springs daily rocket) Appl. author: McCann Erickson, Inc. © 7Apr56; KK118545.

More fun for your family when you bring home the Coke. [Child measuring bottles of Coke with ruler] Soft drink. (In The Evening chronicle, Dennison, Ohio) Appl. author: McCann Erickson, Inc. © 5Apr56 (in notice: 1954); KK118528.

More fun for your family when you bring home the Coke. Here's refreshment you taste, refreshment you feel. [Woman and girl with Coke] Soft drink. (In Greenville morning herald) Appl. author: McCann Erickson, Inc. © 15Apr56; KK118538.

More fun for your family when you bring home the Coke. Now 3 handy ways to bring home the Coke. [Child admiring bottles of Coke] Soft drink. (In Milwaukee journal) Appl. author: McCann Erickson, Inc. © 8May56; KK118529.

New bigger value, it's big, 12 ounces. Soft drink. (In Grand Rapids press, Oct. 31, 1956, p.11) Appl. author: McCann Erickson, Inc. © 31Oct56; KK121556.

Now Coke in 3 sizes, 3 wonderful ways to bring home the quality of Coca-Cola. Carbonated beverage. (In The Concord tribune, May 24, 1956, p.8-B) Appl. author: McCann Erickson, Inc. © 24May56; KK118900.

Now Coke in 3 sizes. 3 wonderful ways to bring home the quality of Coca-Cola. [Child admiring bottles of Coke] Soft drink. (In Clearwater sun, May 17, 1956, p.27) Appl. author: McCann Erickson, Inc. © 17May56; KK118530.

Now you can enjoy Coke in family-size too. The famous quality of Coca-Cola now in two sizes to serve every occasion. Ruston Coca-Cola Bottling Co., Inc. Soft drink. (In Ruston daily leader, May 3, 1956, p.5) Appl. author: McCann Erickson, Inc. © 3May56; KK118614.

Now you can enjoy Coke in family-size too. Welcome news. The famous quality of Coca-Cola now in two sizes to serve every occasion. Bastrop Coca-Cola Bottling Co. Soft drink. (In The Bastrop advertiser) Appl. author: McCann Erickson, Inc. © 19Apr56; KK118540.

Pantry stock-up special, save 15¢ on 2 cartons of Coca-Cola. Soft drink. (In The Courier times, New Castle, Ind., Oct. 4, 1956, p.22) Appl. author: McCann Erickson, Inc. © 4Oct56; KK121553.

Pantry stock-up special, save on Coca-Cola in your favorite size. Soft drink. (In The Courier times, New Castle, Ind., Oct. 4, 1956, p.22) Appl. author: McCann Erickson, Inc. © 4Oct56; KK121554.

Pantry stock-up special, save 12¢ on 2 cartons of Coca-Cola. Soft drink. (In Greenville daily advocate, Greenville, Ohio, Oct. 4, 1956, p.3) Appl. author: McCann Erickson, Inc. © 4Oct56; KK121555.

Sparkle, sparkle, sparkle, sparkle, sparkle, feel the difference; Coke puts you at your sparkling best. [School children at fountain] Soft drink. (In Collier's, Aug. 3, 1956, p.9) Appl. author: McCann Erickson, Inc. © 3Aug56; KK121112.

Tear out this coupon, save 20¢ on 2 cartons of Coca-Cola in regular size. Soft drink. (In Johnson City press-chronicle, Aug. 23, 1956, p.4-A) Appl. author: McCann Erickson, Inc. © 23Aug56; KK121552.

That great taste of Coke. It puts you at your sparkling best. Bring home the Coke today. [Man and girl enjoying Coke] Soft drink. (In American weekly, June 24, 1956, p.39) Appl. author: McCann Erickson, Inc. © 24Jun56; KK118615.

That great taste of Coke makes life more fun. [Picnic scene] Soft drink. (In Ebony, June 1956, p.64) Appl. author: McCann Erickson, Inc. © 1Jun56; KK120811.

That great taste of Coke puts you at your sparkling best. [Couple and boy in swimming clothes] Soft drink. (In Ebony, Aug. 1956, p.3) Appl. author: McCann Erickson, Inc. © 1Aug56; KK121596.

That great taste of Coke puts you at your sparkling best. [Couple with bottles] Soft drink. (In Ebony, Oct. 1, 1956, p.61) Appl. author: McCann Erickson, Inc. © 1Oct56; KK121111.

That great taste of Coke puts you at your sparkling best. [Family in swimming suits around table with Cokes] Carbonated beverage. (In Ebony, Aug. 1956, p.3) Appl. author: McCann Erickson, Inc. © 1Aug56; KK119561.

That real great taste of Coke puts you at your sparkling best. [Couple in swimming suits with Cokes & picnic basket] Carbonated beverage. (In The Leatherneck, July 1956, p.1) Appl. author: McCann Erickson, Inc. © 6Jul56; KK119562.

Things start to sparkle when you bring home the Coke. Coca-Cola Bottling Works, Rockwood, Tenn. Carbonated beverage. (In The Rockwood times, Apr. 12, 1956, p.5-B) Appl. author: McCann Erickson, Inc. © 12Apr56; KK118899.

Things start to sparkle when you bring home the Coke. Now in the big new family-size too. Coca-Cola Bottling Co. of Rutland, Inc. Soft drink. (In Rutland daily herald) Appl. author: McCann Erickson, Inc. © 28Jun56; KK118519.

Things start to sparkle when you bring home the Coke. That great taste of Coke makes life more fun. Coca-Cola Bottling Co., Hickory, N. C. Soft drink. (In Watauga democrat) Appl. author: McCann Erickson, Inc. © 12Apr56; KK118532.

Things start to sparkle when you bring home the Coke. That great taste of Coke makes life more fun. Fayetteville Coca-Cola Bottling Co. Carbonated beverage. (In The Fayetteville observer, May 3, 1956, p.18) Appl. author: McCann Erickson, Inc. © 3May56; KK119555.

Things start to sparkle when you bring home the Coke. That great taste of Coke makes life more fun. Fayetteville Coca-Cola Bottling Co. Soft drink. (In Fayetteville observer) Appl. author: McCann Erickson, Inc. © 3May56; KK118517.

Things start to sparkle when you bring home the Coke. That great taste of Coke makes life more fun. York Coca Cola Bottling Co., York, Ala. Soft drink. (In Sumter County journal) Appl. author: McCann Erickson, Inc. © 26Apr56; KK118533.

Things start to sparkle when you bring home the Coke in the sizes you like best for family or guest. La Salle Coca-Cola Bottling Co., Oshkosh, Wisconsin. Soft drink. (In Oshkosh northwestern) Appl. author: McCann Erickson, Inc. © 18Apr56; KK118520.

3 food handies for a lazy Labor Day. Barbecued chicken legs, beans-in-bun, dunking salad. Soft drink. (In Daily news bulletin, Brookfield, Mo., Aug. 23, 1956, p.8) Appl. author: McCann Erickson, Inc. © 23Aug56; KK121548.

3 food ideas for the 4th, and Coke to put you at your sparkling best. Coca-Cola Bottling Co. of San Jose. Soft drink. (In San Jose evening news, June 29, 1956, p.25) Appl. author: McCann Erickson, Inc. © 29Jun56; KK118613.

Twas the Coke before Christmas. Santa Claus design. Soft drink. Poster. Appl. author: McCann Erickson, Inc. © 1Dec56; KK121507.

Welcome news. Coke in new king-size. [Two persons admiring bottle of Coke] Soft drink. (In Appeal-democrat, Marysville-Yuba City, Calif., May 2, 1956, p.12) Appl. author: McCann Erickson, Inc. © 2May56; KK118518.

Welcome news. Coke in new king-size. [Two persons admiring two sizes of Coke] Carbonated beverage. (In San Jose Mercury, July 27, 1956, p.10) Appl. author: McCann Erickson, Inc. © 27Jul56; KK119559.

What an easy way to buy Coke. What an easy way to make money. Carbonated beverage. (In The Gasoline retailer, Aug. 1, 1956, p.39) Appl. author: McCann Erickson, Inc. © 1Aug56; KK118904.

With National Sandwich Month coming up, be sure he says the word, large. Carbonated beverage. (In The American druggist, July 2, 1956, p.90) Appl. author: McCann Erickson, Inc. © 2Jul56; KK118903.

Wonderful news. New family-size. The biggest bottle of Coke you ever saw. [Woman near table pouring Coke into glass] Carbonated beverage. (In Atlanta daily world, July 26, 1956, p.3) Appl. author: McCann Erickson, Inc. © 26Jul56; KK119563.

You're a honey of a mother when you bring home the Coke. That real great taste of Coke puts 'em at their sparkling best. [Family group enjoying Coke] Soft drink. (In Wilson daily times, Wilson, N. C.) Appl. author: McCann Erickson, Inc. © 6Apr56; KK118543

COFFMAN (R. G.) CO., INC. ©

Coffman aluminum columns and railings. Form 154. Folder. Appl. author: Frank Hermesdorf. © 5Jul56; KK119554.

Ornamental grillettes, by Coffman. Grillettes in cast aluminum mount flush on screen doors, glass doors ... Form 147. Sheet. Appl. author: Frank Hermesdorf. © 31May56; KK119552.

Wrought iron decorator furniture legs with new self-adjusting furniture glide. Form 152. Sheet. Appl. author: Frank Hermesdorf. © 31May56; KK119553.

COHN, MARVIN R.

Afraid to trade. Book, novel. Post card. © Marvin Reeb Cohn; 13May56; KK119102.

COLE OF CALIFORNIA. ©

Be right up front. Beachwear. (In Women's wear daily, Aug. 29, 1956, p.16-17) Appl. author: Doyle Dane Bernbach. © 29Aug56; KK119949.

Be the first one there. Bathing suits. (In Women's wear daily, Aug. 22, 1956, p.50-51) Appl. author: Doyle Dane Bernbach, Inc. © 22Aug56; KK119203.

Fresh start. Indian Summer collection. Bathing suits. (In Vogue, Aug. 1, 1956, p.66) Appl. author: Doyle Dane Bernbach, Inc. © 1Aug56; KK119204.

New children's line makes every girl a lady-on-the-beach. Swimsuits. (In Women's wear daily, Nov. 14, 1956, p.59) Appl. author: Doyle Dane Bernbach, Inc. © 14Nov56; KK121683.

She's got a fresh new line ... especially for Prep-Teens. Swimsuits. (In Women's wear daily, Nov. 14, 1956, p.61) Appl. author: Doyle Dane Bernbach, Inc. © 14Nov56; KK121682.

White - lady - Dior - Cole. Beachwear. (In Women's wear daily, Sept. 19, 1956, p.8-9) Appl. author: Doyle Dane Bernbach, Inc. © 19Sep56; KK120216.

COLEMAN TRADING CO. ©

Your world wide shopping guide. Gift articles. Pamphlet. Appl. author: John Coleman. © 27Sep56; KK119746.

COLGATE-PALMOLIVE CO. ©

Ajax, for a spanking clean ship. Cleanser. (In Yachting, Oct. 1956, p.117) Appl. author: Bryan Houston, Inc. © 1Oct56; KK119978.

Ajax, the handiest first mate you ever had. Cleanser. (In Motor boating, Nov. 1956, p.88) Appl. author: Bryan Houston, Inc. © 1Nov56; KK121335.

New Ajax super-white formula bleaches stains instantly. Cleanser. (In Daily home news, New Brunswick, N. J., Nov. 29, 1956, p.3) Appl. author: Bryan Houston, Inc. © 29Nov56; KK121538.

New Ajax super-white formula bleaches stains instantly. Cleanser. (In The Daily home news, New Brunswick, N. J., Nov. 1, 1956, p.19) Appl. author: Bryan Houston, Inc. © 1Nov56; KK121336.

Only Ajax with foaming action cleans so quick, polishes so bright, works so easy. (In Chicago Sunday tribune, Sept. 30, 1956, comic section, p.4) Appl. author: Bryan Houston, Inc. © 30Sep56; KK120288.

Only Ajax with foaming action cleans so quick, polishes so bright, works so easy. (In Democrat & chronicle, Rochester, N. Y., Sept. 9, 1956, comic section, p.3) Appl. author: Bryan Houston, Inc. © 9Sep56; KK119568.

COLIN HALL CLOTHES, LTD. ©

How people size you up in your Petrocelli suit. Men's clothing. Sheet. Appl. author: Will Kaplan Advertising. © 1Aug56; KK118731.

COLLAMATIC CORP. ©

It's new. 24,000 sheets per hour ... Automatic collators. (In Offset duplicator review, Nov. 1956, p.4) © 1Nov56; KK121505.

COLONIAL STORES, INC. ©

America's greatest premium values. Free Sav-A-Stamp premium plan. Folder. Appl. author: James Thomas McConnell. © 1Apr56; KK118325.

COLOTRYM CO. ©

Metal moldings by Colotrym. 59 p. © 19Oct56; KK121711.

COMBS, LLOYD M. ©

Gun gadgets, by Combs. Colt hangers. (In The Gun report, Sept. 1956, p.35) © 15Sep56; KK120912.

COMET RICE MILLS. ©

Comet longrain brown rice. Cellophane window bowl with shooting star. 12 ozs. net wt. Label. © 15Oct56; KK120900.

Comet longrain rice. Cellophane window bowl with shooting star. 12 ozs. net wt. Label. © 15Oct56; KK120899.

Comet regular rice. Cellophane window bowl with shooting star. 2 lbs. net wt. Label. © 15Oct56; KK120901.

Comet star of every meal. Taste the difference. Comet regular rice. Carton with animated star. Sheet. © 15Oct56; KK120895.

The girls are finding out vitamin and mineral rich, fluffy Comet rice is most delicious. Pre-fluffed, longrain, regular, natural brown. Bowl; animated star. Sheet. © 15Oct56; KK120898.

Star of the Comet story, new Comet pre-fluffed rice. [Carton] with animated star. Sheet. © 15Oct56; KK120903.

When you crave delicious rice, hitch your menu to a Comet star. Comet longrain and Comet regular rice in cartons with animated stars. Sheet. © 15Oct56; KK120897.

When you crave delicious rice, hitch your menu to a Comet star. Comet, longrain rice. Carton with animated star. Sheet. © 15Oct56; KK120894.

When you crave delicious rice, hitch your menu to a Comet star. Comet longrain rice. Cellophane package with animated star. Sheet. © 15Oct56; KK120902.

When you crave delicious rice, hitch your menu to a Comet star. Comet, natural brown rice has delicious wild rice flavor. Carton with animated star. Sheet. © 15Oct56; KK120893.

When you crave delicious rice, hitch your menu to a Comet star. Comet pre-fluffed, long grain, rice; Comet regular rice in cartons with animated stars. Sheet. © 15Oct56; KK120896.

You'll love this vitamin and mineral rich, new Comet pre-fluffed rice. Comet pre-fluffed including plate of rice & roast beef with animated star. Sheet. © 15Oct56; KK120983.

COMMERCIAL LABORATORIES, INC. ©

Charming Oval. Hair kit. Folder. Appl. author: Floyd K. Winegard. © 15Jun56; KK118477.

Lovely Heart. Hair kit. Folder. Appl. author: Floyd K. Winegard. © 15Jun56; KK118475.

Pert Circle. Hair kit. Folder. Appl. author: Floyd K. Winegard. © 15Jun56; KK118476.

Petite Triangle. Hair kit. Folder. Appl. author: Floyd K. Winegard. © 15Jun56; KK118479.

Rich Diamond. Hair kit. Folder. Appl. author: Floyd K. Winegard. © 15Jun56; KK118478.

Serene Oblong. Hair kit. Folder. Appl. author: Floyd K. Winegard. © 15Jun56; KK118480.

COMMERCIAL PAINT MANUFACTURING CO. SEE Tri-State Paint Manufacturing Co.

COMMERCIAL PRESS. ©

Commercial Press, creators of outstanding printed products, proudly presents a preview copy ... Your desk pal. 52 week appointment book. Label. © Commercial Press, Donald Minor Hall, sole owner; 16Jul56; KK119525.

Commercial Press ... proudly presents a preview copy of their newest mail order creation for the 1957 season, Appointment Pal. Three year appointment book. Label. Appl. author: Donald Minor Hall. © 16Jul56; KK118364.

COMMONWEALTH EDISON & PUBLIC SERVICE CO.

Air conditioners. Another reason it's good business ... (In Chicago electrical news, Aug. 1956, p.3) Appl. author: Leo Burnett Co., Inc. © Commonwealth Edison Co. a.k.a. Commonwealth Edison & Public Service Co.; 14Aug56; KK119824.

Before you buy a home, make sure it has 100 plus wiring. The kind you need to live better electrically. (In Chicago daily news, Apr. 6, 1956, p.47) Appl. author: Leo Burnett Co., Inc. © Commonwealth Edison Co. a.k.a. Commonwealth Edison & Public Service Co.; 6Apr56; KK119111.

Big year for Chicago area electrical contractors. Building activity plus powerful promotions means extra business. (In Chicago electrical news, June 1956, p.5) Appl. author: Leo Burnett Co., Inc. © Commonwealth Edison Co. a.k.a. Commonwealth Edison & Public Service Co.; 11Jun56; KK119107.

Chicago's fabulous new electric living apartments ... wired for all your own electric living appliances. (In Chicago Sunday tribune, June 10, 1956, pt.1, p.34) Appl. author: Leo Burnett Co., Inc. © Commonwealth Edison Co. a.k.a. Commonwealth Edison & Public Service Co.; 10Jun56; KK119109.

Commonwealth Edison and Public Service Company announce a great new promotion ... 100 plus, 100 ampere electric service. (In Chicago construction news, Apr. 3, 1956, p.6-7) Appl. author: Leo Burnett Co., Inc. © Commonwealth Edison Co. a.k.a. Commonwealth Edison & Public Service Co.; 3Apr56; KK119161.

Commonwealth Edison's new 100 plus program means more new home-wiring business for electrical contractors. (In Chicago electrical news, Apr. 1956, p.28-29) Appl. author: Leo Burnett Co., Inc. © Commonwealth Edison Co. a.k.a. Commonwealth Edison & Public Service Co.; 10Apr56; KK119160.

Don't short-change yourself, make sure the home you buy has 100 plus wiring. (In Chicago daily tribune, Apr. 28, 1956, pt.4, p.9) Appl. author: Leo Burnett Co., Inc. © Commonwealth Edison Co. a.k.a. Commonwealth Edison - Public Service Co.; 28Apr56; KK119432.

Enter today. $100,000 Housepower contest. Electrical service. (In Chicago sun-times, June 19, 1956, p.8) Appl. author: Leo Burnett Co., Inc. © Commonwealth Edison Co. a.k.a. Commonwealth Edison & Public Service Co.; 19Jun56; KK119108.

See these 100 plus homes with the 100 plus wiring you need for today's modern electric living. (In Chicago daily tribune, Apr. 21, 1956, p.6) Appl. author: Leo Burnett Co., Inc. © Commonwealth Edison Co. a.k.a. Commonwealth Edison & Public Service Co.; 21Apr56; KK119110.

Tell me, Little Bill ... Look what pennies buy today when you live the modern electric way. (In Chicago daily news, Aug. 21, 1956, p.25) Appl. author: Leo Burnett Co., Inc. © Commonwealth Edison Co. a.k.a. Commonwealth Edison & Public Service Co.; 21Aug56; KK119675.

Why is her kitchen 10 degrees cooler? She has a modern electric range. (In Chicago daily tribune, June 19, 1956, pt.1, p.13) Appl. author: Leo Burnett Co., Inc. © Commonwealth Edison Co. a.k.a. Commonwealth Edison & Public Service Co.; 19Jun56; KK119106.

COMMONWEALTH EDISON CO. a.k.a. COMMONWEALTH EDISON & PUBLIC SERVICE CO. SEE Commonwealth Edison & Public Service Co.

COMMONWEALTH SHOE & LEATHER CO. ©

And there you are in famous Bostonian Cordovans. [Huntress drinking coffee] (In Esquire, Nov. 1956, p.29) Appl. author: Foote, Cone & Belding. © 9Oct56; KK121371.

And there you are in famous Bostonian Footsavers. [Girl by coffee table with flowers and coffee cup] (In Life, Nov. 7, 1955, p.24) Appl. author: Foote, Cone & Belding. © 3Nov55; KK121362.

And there you are in famous Bostonian Footsavers. [Man with foot on suitcase, girl sitting in grass with basket of flowers] (In Life, Mar. 19, 1956, p.18) Appl. author: Foote, Cone & Belding. © 15Mar56; KK121364.

And there you are in famous Bostonian Footsavers. [Manicurist with man] (In Life, Nov. 19, 1956, p.32) Appl. author: Foote, Cone & Belding. © 15Nov56; KK121365.

And there you are in famous Bostonian Hand Shoemakers. [Girl knitting socks] (In Esquire, Dec. 1956, p.205) Appl. author: Foote, Cone & Belding. © 8Nov56; KK121369.

And there you are in famous Bostonian Lo-Slopes. Girl [leaning against plane at] airfield [man's foot in foreground] (In Life, Mar. 26, 1956, p.4) Appl. author: Foote, Cone & Belding. © 22Mar56; KK120827.

And there you are in famous Bostonian moccasins. Man on ladder. (In Life, Dec. 12, 1955, p.58) Appl. author: Foote, Cone & Belding. © 8Dec55; KK120831.

And there you are in famous Bostonian Winterproofs. (In Esquire, Nov. 1955, p.6) Appl. author: Foote, Cone & Belding. © 6Oct55; KK120379.

And there you are in famous Bostonian Zephyrs. [Girl pointing to drawing of man's shoe] (In Esquire, Oct. 1956, p.46) Appl. author: Foote, Cone & Belding. © 6Sep56; KK121370.

And there you are in famous Bostonians all summer long. [Girl in swimming pool] (In Life, Apr. 23, 1956, p.28) Appl. author: Foote, Cone & Belding. © 19Apr56; KK121368.

And there you are in famous Bostonians all summer long. Girl in swimming pool [man's foot on rail] (In Life, Apr. 23, 1956, p.28) Appl. author: Foote, Cone & Belding. © 19Apr56; KK120829.

And there you are in famous Bostonians all summer long. Girl [in] swimming pool [man's foot resting on curved part of pool ladder] (In Life, May 14, 1956, p.9) Appl. author: Foote, Cone & Belding. © 10May56; KK120832.

And there you are in famous Bostonians for Father's Day. Boy & girl [holding gift boxes; man's feet viewed from hammock] (In Life, June 11, 1956, p.18) Appl. author: Foote, Cone & Belding. © 7Jun56; KK120828.

And there you are in famous Bostonians for Father's day. [Boy & girl holding gifts, man in hammock wearing two-toned shoes] (In Life, June 11, 1956, p.18) Appl. author: Foote, Cone & Belding. © 7Jun56; KK121366.

And there you are in famous Bostonians, the shoe with the dress rehearsal. [Blonde girl with hand to ear] (In Life, Nov. 5, 1956, p.127) Appl. author: Foote, Cone & Belding. © 1Nov56; KK121367.

Mansfield Agilos give you a new angle on comfort. Boy & girl playing record albums. (In Look, Nov. 13, 1956, p.58) Appl. author: Foote, Cone & Belding. © 30Oct56; KK121361.

Mansfield GloGrains glow with pride. 3 styles, man walking with boxer dog. (In Look, Oct. 30, 1956, p.42) Appl. author: Foote, Cone & Belding. © 16Oct56; KK121358.

Mr. Mansfield discovers a new world of style in an old world idea. [Couple sitting on rail, mountains in background] (In Look, Oct. 18, 1955, p.26) Appl. author: Foote, Cone & Belding. © 2Oct55; KK121363.

Mr. Mansfield is in a class by himself. (In Esquire, Sept. 1956, p.18) Appl. author: Foote, Cone & Belding. © 9Aug56; KK121777.

Mr. Mansfield is smartly in season year 'round, in rugged Winterweights. (In Look, Nov. 15, 1955, p.72) Appl. author: Foote, Cone & Belding. © 1Nov55; KK120830.

Mr. Mansfield really shines at Easter time. 3 different style shoes, man & woman leaving church. (In Look, Mar. 21, 1956, p.9) Appl. author: Foote, Cone & Belding. © 6Mar56; KK121360.

Mr. Mansfield shows up in class in handsome Lo-Slopes. Boy & girl walking, school in background. (In Look, Sept. 20, 1955, p.22) Appl. author: Foote, Cone & Belding. © 4Sep55; KK121359.

Mr. Mansfield takes it cool in style. (In Look, May 15, 1956, p.44) Appl. author: Foote, Cone & Belding. © 30Apr56; KK121121.

Mr. Mansfield takes it cool in style. 5 different style shoes, sports background, girl in car, boy standing. (In Look, May 15, 1956, p.44) Appl. author: Foote, Cone & Belding. © 1May56; KK121357.

CONGOLEUM-NAIRN, INC. ©

Gold Seal offers you wall-to-wall beauty in modern textured inlaid linoleum. This is Sequin ... (Gold Seal Sequin inlaid linoleum) (In Better homes & gardens, Oct. 1956, p.4 of cover) Appl. author: Albert White. © 1Oct56; KK119999.

The miracle of plastics at a low, low cost. Gold Seal rug fair. (In The Progressive farmer) Appl. author: Albert White. © 1Jul56; KK118116.

See it now, the dream-house rug ... New LoomWeve, by Gold Seal ... (Gold Seal LoomWeve) (In Living for young homemakers, Oct. 1956, p.4 of cover) Appl. author: Albert White. © 1Oct56; KK119998.

Your Gold Seal guide to linoleum floors for home or business, you get the finest choice of all in Gold Seal floors and walls. (In Look, Mar. 22, 1955, p.38-39) Appl. author: McCann Erickson, Inc. © 8Mar55; KK118130.

CONNOR, JOE. ©

John Robert Powers says: Something wonderful is about to happen to you. Self-improvement studio. (In Oakland tribune, June 3, 1956, p.S-11) Appl. author: Julie Resor. NM: headlines, main large copy block, last paragraph. © 2Jun56; KK121234.

CONRAC, INC. ©

Everything looks better with Fleetwood television. (In High fidelity magazine, Oct. 1956, p.54-55) © 1Aug56; KK120240.

If you want the finest, it's Fleetwood custom television. (In Audiocraft magazine, Oct. 1956, p.13) © 1Oct56; KK121246.

CONSOLIDATED CIGAR CORP. ©

The Cigar Institute deserves your support. (In The Tobacco leaf, Oct. 6, 1956, p.17) Appl. author: Erwin, Wasey & Co., Inc. © 6Oct56; KK120246.

CONSOLIDATED CIGAR SALES CO., INC. ©

End of a perfect day. Dutch Masters. (In Life, Nov. 19, 1956, p.127) Appl. author: Erwin, Wasey & Co., Inc. © 15Nov56; KK121383.

Get more profits this Christmas with the rare gift of real pleasure. Dutch Masters. (In Drug topics, Oct. 29, 1956, p.56) Appl. author: Erwin, Wasey & Co., Inc. © 29Oct56; KK120883.

Glow of contentment. Dutch Masters. (In Life, Dec. 3, 1956, p.78) Appl. author: Erwin, Wasey & Co., Inc. © 29Nov56; KK121525.

Great news for cigar smokers. This handy, new Harvester 5-pack. (In Daily news, New York, June 5, 1956, p.55) Appl. author: Erwin, Wasey & Co., Inc. © 5Jun56; KK118999.

Headed for a holiday? Head for Harvesters first. (In The Cincinnati post, May 1, 1956, p.10) Appl. author: Erwin, Wasey & Co., Inc. © 1May56; KK119208.

Headed for home? Head for Harvesters first. (In Daily news, New York, Apr. 17, 1956, p.53) Appl. author: Erwin, Wasey & Co., Inc. © 17Apr56; KK118977.

Headed for relaxation? Head for Harvesters first. (In Daily news, New York, July 24, 1956, p.49) Appl. author: Erwin, Wasey & Co., Inc. © 24Jul56; KK118979.

Headed for the beach? Head for Harvesters first. (In Newark evening news, Aug. 7, 1956, p.45) Appl. author: Erwin, Wasey & Co., Inc. © 7Aug56; KK119421.

He's sitting pretty. He promotes all six Dutch Masters' shapes. (In The Tobacco leaf, Oct. 6, 1956, p.12) Appl. author: Erwin, Wasey & Co., Inc. © 6Oct56; KK120247.

How can you tell when it's Christmas time? Dutch Masters. (In The Tobacco leaf, Oct. 27, 1956, insert center spread) Appl. author: Erwin, Wasey & Co., Inc. © 27Oct56; KK120984.

The inside track. Dutch Masters. (In Life, Oct. 22, 1956, p.92) Appl. author: Erwin, Wasey & Co., Inc. © 18Oct56; KK120498.

New Dutch Masters display carton and 5-pack have 1-2 selling punch. (In The Tobacco leaf, Sept. 8, 1956, p.19) Appl. author: Erwin, Wasey & Co., Inc. © 8Sep56; KK119594.

No margin for error. Mild, yes, tastefully mild Dutch Masters. (In The New York times, June 24, 1956, p.S3) Appl. author: Erwin, Wasey & Co., Inc. © 24Jun56; KK118976.

One in a million. Dutch Masters. (In Life, Aug. 13, 1956, p.64) Appl. author: Erwin, Wasey & Co., Inc. © 10Aug56; KK119221.

Par for pleasure. Dutch Masters. (In Life, Sept. 24, 1956, p.112) Appl. author: Erwin, Wasey & Co., Inc. © 20Sep56; KK119737.

Perfect to light, perfect to hold, perfect to smoke. Dutch Masters perfecto. (In New York world telegram, Sept. 17, 1956, p.28) Appl. author: Erwin, Wasey & Co., Inc. © 17Sep56; KK120643.

Pleasure to spare. Dutch Masters. (In Life, Oct. 8, 1956, p.121) Appl. author: Erwin, Wasey & Co., Inc. © 4Oct56; KK120073.

Pride of workmanship. Dutch Masters. (In Life, Sept. 17, 1956, p.19) Appl. author: Erwin, Wasey & Co., Inc. © 13Sep56; KK119593.

A sure hit. Dutch Masters. (In Life, July 16, 1956, p.77) Appl. author: Erwin, Wasey & Co., Inc. © 13Jul56; KK119220.

Take five Harvesters in the handy, new 5-pack. (In Daily news, New York, July 10, 1956, p.54) Appl. author: Erwin, Wasey & Co., Inc. © 10Jul56; KK118978.

What's new in cigars? The Harvester 5-pack. Keeps Harvesters mild charcoal-cured goodness handy all day long. (In Daily news, New York, June 26, 1956, p.55) Appl. author: Erwin, Wasey & Co., Inc. © 26Jun56; KK119000.

Winning play. Dutch Masters. (In Life, Nov. 5, 1956, p.96) Appl. author: Erwin, Wasey & Co., Inc. © 1Nov56; KK120985.

CONTINENTAL BAKING CO., INC. ©

For family and friends get America's best selling three, Hostess 10¢ dessert cake treats. (In Chicago daily tribune, Oct. 19, 1956, p.14) Appl. author: Ted Bates & Co., Inc. © 19Oct56; KK120273.

Higher protein to calorie ratio. Daffodil Farm bread scores sensational overnight success. (In New York world-telegram & sun, June 13, 1956, p.24) Appl. author: Ted Bates Co., Inc. © 13Jun56; KK117866.

It tastes just like the bread ... It's the flavor yeast that gives Wonder old fashioned bread that famous old-time flavor. (In Buffalo evening news, July 23, 1956, p.12) Appl. author: Ted Bates Co., Inc. © 23Jul56; KK118761.

CONTINENTAL BAKING CO., INC. © Cont'd.

Lady be a genius in 2 delightful ways in just 6 minutes. County Fair brown 'n serve rolls. (In The Washington Evening star, Washington, D. C., Sept. 27, 1956, p.A27) Appl. author: Ted Bates Co., Inc. © 27Sep56; KK119969.

Lady, be a genius in 2 delightful ways, in just 6 minutes. Wonder brown 'n serve rolls. (In Hempstead newsday, Garden City, N. Y., Oct. 25, 1956, p.65) Appl. author: Ted Bates & Co., Inc. © 25Oct56; KK120496.

New miracle white bread a smash hit. Revolutionary new, Staff, special diet bread. (In Chicago daily news, Apr. 5, 1956, p.38-39) Appl. author: Ted Bates & Co., Inc. © 5Apr56; KK120272.

Now, all better stores feature America's best selling three, Hostess 10¢ dessert cake treats. (In Chicago daily tribune, Nov. 2, 1956, pt.3, p.1H) Appl. author: Ted Bates & Co., Inc. © 2Nov56; KK120770.

Today, start helping your child grow bigger and stronger 12 ways with Wonder bread. (In The Dayton daily news, Dayton, Ohio, Sept. 12, 1956, p.14-15) Appl. author: Ted Bates Co., Inc. © 12Sep56; KK119867.

CONTINENTAL CAN CO., INC. ©

Poppy brand ready to cook young hen turkey. Label. Appl. author: Thomas Russell Baxter. © 15Nov56; KK121395.

CONTINENTAL DISTILLING CORP. ©

As American as jazz, Cavalier vodka, the great American vodka. (In Daily news, New York, June 20, 1956, p.38) Appl. author: Max. A. Geller. © 20Jun56; KK117779.

Cavalier vodka. Label. © 17Apr56; KK118298.

CONTINENTAL OIL CO. ©

Adomite, a new concept in hydraulic fracturing. Fluid loss control additive. 17 p. Appl. author: Benton & Bowles, Inc. © 1May56; KK117860.

The best behaved containers are coated with these Conoco dairy waxes made specifically for Pure-Pak operations. Conoco Super Cote; Conoco dairy wax. (In The Milk dealer, Mar. 1956, p.145) Appl. author: Benton & Bowles, Inc. © 10Mar56; KK118948.

Business grows ... There's a good reason why a record number of jobbers and dealers fly the Conoco banner. (In National petroleum news, July 1956, p.22-23) Appl. author: Benton & Bowles, Inc. © 1Jul56; KK119600.

Business grows where the red triangle goes. Under the Conoco banner ... super gasoline with TCP. (In National petroleum news, Sept. 1956, p.64-65) Appl. author: Benton & Bowles, Inc. © 26Aug56; KK121406.

Business grows ... You can find extra profit under the hood of every car with new Conoco super motor oil, America's first double-duty motor oil. (In National petroleum news, May 1956, p.36-37) Appl. author: Benton & Bowles, Inc. © 1May56; KK119606.

Choose the quality raw material used by leading detergent processors, Neolene 400, for liquid and dried formulations. Petrochemicals. (In Soap & chemical specialties 1956 blue book, p.66-67) Appl. author: Benton & Bowles, Inc. © 1Mar56; KK118459.

Conoco H-300, secondary plasticizer for vinyls, gives you better viscosity control ... (In Modern plastics, May 1956, p.17) Appl. author: Benton & Bowles, Inc. © 1May56; KK119930.

Conoco H-300, secondary plasticizer for vinyls ... saves as much as 2 cents a pound on the finished product. (In Modern plastics, June 1956, p.349) Appl. author: Benton & Bowles, Inc. © 1Jun56; KK118951.

Don't wait another single day to enjoy the gasoline with a great new high in octane, Conoco super gasoline with TCP. (In The Lincoln star, June 13, 1956, p.17) Appl. author: Benton & Bowles, Inc. © 13Jun56; KK118952.

For liquid detergent formulations try the raw material with the world's best references, Neolene 400. (In Soap & chemical specialities, May 1956, p.17) Appl. author: Benton & Bowles, Inc. © 1May56; KK119599.

Get maximum fracture penetration with Adomite. (In The Oil & gas journal, Aug. 20, 1956, p.67) Appl. author: Benton & Bowles, Inc. © 20Aug56; KK121403.

If you've lost your heart to a new Buick, Cadillac, Chevrolet, Chrysler, it's great to know Conoco super gasoline with TCP is made-to-order ... (In Improvement era, Feb. 1956, p.109) Appl. author: Benton & Bowles, Inc. © 1Feb56; KK119665.

Power, Conoco super gasoline with TCP. [Design no.] 7583. Poster. Appl. author: Benton & Bowles, Inc. © 1May56; KK118757.

Start today to enjoy a great new high in octane, plus TCP, both in Conoco super gasoline with TCP. (In The Kansas City star, June 6, 1956, p.41) Appl. author: Benton & Bowles, Inc. © 6Jun56; KK118953.

Start today to enjoy a great new high in octane, plus TCP, both in Conoco super gasoline with TCP. (In The Ogden standard-examiner, July 18, 1956, p.3B) Appl. author: Benton & Bowles, Inc. © 18Jul56; KK119663.

The tank truck. Efficiency makes the milk check grow. Conoco super motor oil & super gasoline with TCP. (In Western farm life, June 1956, p.32) Appl. author: Benton & Bowles, Inc. © 1Jun56; KK118950.

The tank truck. No growing pains for the Barker boys. Conoco super gasoline with TCP; Conoco super motor oil. (In Western farm life, July 1, 1956, p.24) Appl. author: Benton & Bowles, Inc. © 1Jul56; KK121506.

What gasoline gives you a great new high in octane plus the proved power benefits of TCP? Conoco. (In The Lincoln star, June 20, 1956, p.15) Appl. author: Benton & Bowles, Inc. © 20Jun56; KK118949.

CORO, INC. ©

All eyes are on the newest fashion. Costume rings by Coro. (In Life, Apr. 11, 1955, p.114) © 8Apr55; KK121849.

Fashionable gifts you know she will love. Coro jewelry. (In Life, Nov. 28, 1955, p.5) © 25Nov55; KK119474.

CORTLANDT PAINT CO.

Diamond, a gem of a paint. Porcelain enamel, white. Label. © Sidney H. Pines d.b.a. Cortlandt Paint Co.; 1Jul56; KK119955.

COSMAIR, INC. ©

From the French formulas of L'Oreal of Paris, the fabulous hair colours of Imedia creme. The butterfly woman. (In Harper's bazaar, Sept. 1955, p.113) © 1Sep55; KK119523.

COSOM INDUSTRIES, INC. ©

Toe Hold, hose dryer for home or travel. Sheet. Appl. author: Edward O. Burchell. © 15Aug54; KK118777.

COTTAGE CREAMERY CO. ©

Farm Fresh country butter. 14 ozs. net wt. Label. © 24Jul56; KK120116.

COTY, INC. ©

Are you the sophisticated L'Aimant type? Perfume. (In Seventeen, Sept. 1956, p.179) Appl. author: Franklin Bruck Advertising Corp. © 1Sep56; KK119287.

At bedtime when you cleanse your face, the lipstick comes off, alive color stays right on your lips. Coty 24. (In This week, Sept. 9, 1956, p.25) Appl. author: Franklin Bruck Advertising Corp. © 9Sep56; KK119426.

Emeraude perfume, by Coty. Nothing makes a woman feel more feminine. (In The New Yorker, Oct. 6, 1956, p.112) Appl. author: Franklin Bruck Advertising Corp. © 6Oct56; KK120007.

The first thing a man notices, the last thing he forgets. Chypre de Coty. Perfume. (In Cue, Nov. 3, 1956, p.16) Appl. author: Franklin Bruck Advertising Corp. © 1Nov56; KK120818.

It doesn't matter what you wear as long as you're wearing L'Aimant, by Coty. Perfume. (In Seventeen, Oct. 1956, p.137) Appl. author: Franklin Bruck Advertising Corp. © 1Oct56; KK119979.

Just created, the first prestige line of fine children's toiletries ... Fairy Princess, cosmetics for little girls, by Coty. (In N.A.R.D. journal, Oct. 1, 1956, p.41) Appl. author: Franklin Bruck Advertising Corp. © Coty; 1Oct56; KK120212.

Just what she wanted. Fairy Princess cosmetics for little girls. (In Pittsburgh press, Nov. 18, 1956, p.4) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 18Nov56; KK121699.

Look naturally lovely, never artificial, always smooth, fresh, radiant. Coty French Formula, liquid make-up. (In The New York times, Sept. 20, 1956, p.3) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 20Sep56; KK119581.

Look naturally lovely, yet never artificial. Coty French Formula, liquid make-up. (In The New York times) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 13Sep56; KK119405.

New, sets your hair, holds it true, scents it too. Set-'n'-Hold. Hair spray. (In The Fayetteville observer, Nov. 28, 1956, p.11) Appl. author: Franklin Bruck Advertising Corp. © 28Nov56; KK121423.

New summer shades. Coty 24 lipstick, $1.25. New Coty Pearlidescent nail polish. 75¢. (In The New York times, July 26, 1956, p.3) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 26Jul56; KK118420.

9 out of 10 men prefer natural beauty, so, look natural ... French Formula liquid make-up. (In Vogue, Sept. 15, 1956, p.167) Appl. author: Franklin Bruck Advertising Corp. © 15Sep56; KK119468.

9 out of 10 men prefer natural beauty, so, look natural, yet twice as lovely. French Formula, liquid make-up, by Coty. (In Boston Sunday advertiser, Sept. 9, 1956, p.B2) Appl. author: Franklin Bruck Advertising Corp. © 9Sep56; KK119580.

Nothing makes a woman feel more feminine, nothing makes a man feel more masculine, L'Aimant, by Coty. Perfume. (In Playbill, July 1956, p.10) Appl. author: Franklin Bruck Advertising Corp. © 30Jul56; KK118894.

Nothing makes a woman feel more feminine, nothing makes a man feel more masculine, L'Aimant perfume, by Coty. (In Diplomat) Appl. author: Franklin Bruck Advertising Corp. © 5Sep56; KK119427.

Nothing makes a woman feel more feminine, nothing makes a man feel more masculine, L'Aimant perfume, by Coty. (In Holiday, Oct. 1956, p.3) Appl. author: Franklin Bruck Advertising Corp. © 18Sep56; KK119551.

Nothing makes a woman more feminine to a man. L'Aimant perfume by Coty. [Couple in affectionate pose; bottle] (In The Playbill, Sept. 15, 1956, p.8) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 15Sep56; KK119798.

Now, re-moisturize your skin from within. Coty Vitamin Moisture Balancer. Cosmetic. (In Toledo blade, Oct. 28, 1956, p.10) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 28Oct56; KK120965.

The perfect lipstick in the most elegant case. Coty 24. (In The New York times, Oct. 9, 1956, p.3) Appl. author: Franklin Bruck Advertising Corp. © Coty; 9Oct56; KK120004.

Save strokes, save time, when you apply super sheen nail polish. (In The New York times, Oct. 17, 1956, p.3) Appl. author: Franklin Bruck Advertising Corp. © Coty; 17Oct56; KK120512.

Save twenty strokes, save time when you apply Coty super sheen nail polish. (In The New York times, Nov. 7, 1956, p.3) Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 7Nov56; KK120964.

Save twenty strokes, save time, when you apply super sheen nail polish, by Coty. (In The New York times, Oct. 24, 1956, p.3) Appl. author: Franklin Bruck Advertising Corp. NM: changed headline. © 24Oct56; KK120795.

Save 20 strokes, stays on longer. Super sheen nail polish. (In The New York times, Nov. 14, 1956, p.3) Appl. author: Franklin Bruck Advertising Corp. © 14Nov56; KK121343.

The seat beside you doesn't stay empty long when you're wearing L'Aimant, by Coty. Perfume. (In Seventeen, Nov. 1956, p.129) Appl. author: Franklin Bruck Advertising Corp. © 1Nov56; KK120817.

The secret of the magic wand. A fable of beauty. Cosmetics. Pamphlet. Appl. author: Franklin Bruck Advertising Corp. © Coty, Inc.; 15Aug56; KK119029.

She'll feel so grown up with Fairy Princess cosmetics for little girls. (In The New York times, Nov. 28, 1956, p.3) Appl. author: Franklin Bruck Advertising Corp. © 28Nov56; KK121424.

She'll never forget the first Christmas you gave her real Coty cosmetics. Fairy Princess. (In Cleveland plain dealer, Nov. 30, 1956, p.15) Appl. author: Franklin Bruck Advertising Corp. © 30Nov56; KK121574.

To the beauties of Christmas. Perfumes. (In Chain store age, Aug. 1956, p.35) Appl. author: Franklin Bruck Advertising Corp. © 9Aug56; KK119090.

When you cleanse this lipstick off at night, the color stays on. Coty 24. (In Sunday news, New York, Oct. 7, 1956, p.2) Appl. author: Franklin Bruck Advertising Corp. © Coty; 7Oct56; KK120006.

Why wake up with a pale faded look? Wake up beautiful, lips bright and lively. Coty 24. Lipstick. (In New York Sunday news, Sept. 23, 1956, p.22) Appl. author: Franklin Bruck Advertising Corp. © Coty; 23Sep56; KK119629.

COUNTRY COUSINS, INC. ©

Cabin in the Wilds. Syrups and preserves. Label. Appl. author: Schmidt Lithograph Co. © 1Nov56; KK121902.

CRACKER JACK CO. ©

Campfire Marshmallow Creme. Contents 1 pint. Net wt. 6 1/2 oz. avd. Label. © 13Jul56; KK118678.

CRAFTOOL CO.

Doodle page of the month. Leather carving tools. Sheet. © Craftool Pub. Co. t.a. Craftool Co.

Page

1, series 7. Signed: Cliff Ketchum. © 3Aug56; KK118801.

2, series 7. Signed: Ken Griffin. © 4Sep56; KK119327.

3, series 7. Signed: Al Stohlman. © 5Oct56; KK119970.

4, series 7. Signed: Fletcher Whitlow. © 5Nov56; KK121838.

5, series 7. Craftaid. Signed: Christine Stanley. © 5Dec56; KK121578.

CRAWLEY (JOHN J.) & CO., INC. ©

The Catholic family book of novenas. (In Our Catholic light, Sept. 20, 1956, p.12) Appl. author: Alan Rosenberg. © 20Sep56; KK120527.

Ready now, the new Crusade adventure stories from our Catholic heritage. Storybooks. Sheet. Appl. author: Alan Rosenberg. © 4Jun56; KK117835.

The stories of the Holy Bible retold for Catholic children, created and developed by Maryknoll Sisters. (In Our Sunday visitor, Sept. 30, 1956, p.16) Appl. author: Alan Rosenberg. © 30Sep56; KK120047.

CREAM OF WHEAT CORP. ©

They'll love you for thinking of this. Dennis the Menace, by Hank Ketcham. Cereal. (In True story, Nov. 1956, p.89) © 7Oct56; KK120999.

CREDIT BUREAU OF MUNCIE, INC.

The coverlog. Printing & lithographing. Pamphlet. Appl. author: Credit Bureau of Muncie, Inc., employer for hire of Maurice Frederick Fisher. © Fisher Print. & Litho Co., a subsidiary of Credit Bureau of Muncie, Inc.; 6Jun56; KK118573.

CRITERION RECORDS. ©

Drums of Bora Bora and Songs of Tahiti. LP TT-1600. Phonograph record album. Label. © 1Jun56; KK117856.

CROLY, JACK W.

Tab On home accounting kit. Sheet. © Jack William Croly; 15Jul56; KK118246.

CROSS ENGINEERING CO. ©

Stock list. Cross standards of perforated steel. Folder. Appl. author: Mildred C. Gill. © 31Oct56; KK120840.

CROWN ZELLERBACH CORP. ©

Asparagus spears; no.307 vignette. Net wt. 10 oz. Frozen food wrapper. Label. © 1Jul56; KK118247.

Closed pie; no.456 vignette. Frozen food wrapper. Label. © 1Jun56; KK118071.

Colorful packages stand out. Color is one of the three basic elements that can make a well-designed food package sell itself on sight. Label. © Crown Zellerbach Corp. (in notice: Crown Zellerbach Corp., Western Waxed Paper Division); 15Jun56; KK118718.

Cut okra; no.332 vignette. Net wt. 10 oz. Frozen food wrapper. Label. © 1Sep56; KK119605.

For meritorious service, Labor Day 1956: Service station operators save lives. National windshield towels. Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117898.

For shopper stopper wrappers turn this page. Folder. © 1Oct56; KK120065.

Glamour attracts attention. Increased sales by design. Frozen food wrappers. Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117879.

Her emotions make your sale. Because today's women buy with their imagination, your bread wrappers must stimulate shoppers with visions of foods to come. © Crown Zellerbach Corp.; 1Jul56; KK118563.

Her emotions make your sale. Increased sales by design. Frozen food wrappers. Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117880.

Impulse buying is psychological. Scientific research proves that successful food packages appeal to a shopper's subconscious mind. Label. © Crown Zellerbach Corp. (in notice: Crown Zellerbach Corp., Western Waxed Paper Division); 15Jul56; KK118719.

CROWN ZELLERBACH CORP. © Cont'd.

Italian green beans; no.558 vignette. Net wt. 9 oz. Frozen food wrapper. Label. © 1Sep56; KK119604.

Keep the ladies happy the easier way. Manu-Towl; NoWaste tissue. Sheet. © Crown Zellerbach Corp.; 1Aug56; KK118945.

Make her love your brand. Increased sales by design. Western-Waxide taste-excitement wrappers. Sheet. © 1Nov56; KK121052.

Mince pie; no.458 vignette. Frozen food wrapper. Label. © 1Aug56; KK119081.

Problems in packaging powdered products? Multiwall valve bag de-aerator. Folder. © 15Jul56; KK118855.

Pumpkin pie; no.457 vignette. Frozen food wrapper. Label. © 1Aug56; KK119082.

Reduce costs with Crezon plywood siding, here's how. [3 insets] © Crown Zellerbach Corp.; 1Jun56; KK117878.

Reduce costs with Crezon plywood siding, here's how. [2 insets] Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117877.

Sergeant Sticky says: Still rope tying your bundles? Tape them instead with Master Pack. Gummed tape. Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117756.

Sergeant Sticky says: Talking tape gets attention. Flash-Tite gummed tape. Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117757.

Super Glosseal out-shines previous carton overwraps. Sheet. © Crown Zellerbach Corp.; 1Jun56; KK117881.

Your new Chiffon beauty box. Facial tissues. Label. © 1Nov56; KK121053.

CUDAHY (PATRICK) CO. ©

3 out of 4 prefer new pre-sliced, vacuum-packed, luncheon meats. (In Milwaukee journal, May 23, 1956, section IM, p.6) Appl. author: Joan Wilke. © 23May56; KK117932.

CULLIGAN, INC. ©

Baby knows. Only soft water washes clothes so clean. Culligan Soft Water Service. (In Home modernizing, spring-summer 1956, p.197) Appl. author: Alex T. Franz. © 15Mar56; KK118747.

Culligan, famous for finest water. Soft water service. Poster. Appl. author: Alex T. Franz. © 9Aug56; KK118969.

Culligan water softeners and conditioners. Soft water service. Folder. Appl. author: Alex T. Franz. © 13Dec56; KK121779.

Glow from head to toe. New bathing luxury in soft water. Culligan Soft Water Service. (In McCall's, June 1956, p.12) Appl. author: Alex T. Franz. © 22May56; KK118750.

I love Culligan Soft Water Service. (In Better homes and gardens, Sept. 1955, p.173) Appl. author: Alex T. Franz. © 25Aug55; KK118749.

Soft, soft hands and soft water keeps them soft. Culligan Soft Water Service. (In McCall's, May 1956, p.78) Appl. author: Alex T. Franz. © 19Apr56; KK118748.

Soft water works wonders all through the home. Culligan soft water service. (In Life, May 9, 1955, p.138) Appl. author: Alex T. Franz. © 5May55; KK119254.

Welcome to the new celebrity and water conditioning is our baby. Folder. Appl. author: Alex T. Franz. © 17Feb56; KK118746.

CUMMINS POWER TOOL DIVISION, JOHN OSTER MANUFACTURING CO. SEE Oster (John) Manufacturing Co.

CURLEY (ROBERT) LTD. ©

It's new, Robert Curley kit instead of a permanent. 28 different hair styles from one pin curl setting. Poster. Appl. author: Frank L. Twitty. © 10Jul56; KK118438.

Robert Curley hair styling conditioner. 5 fl. oz. Label. Appl. author: Frank L. Twitty. © 10Jul56; KK118795.

CYCLO MANUFACTURING CO. ©

Is this the household chore you hate most? Cyclo scrubber-polisher. Folder. Appl. author: Lee E. Fischer. © 5Oct56; KK120167.

What on earth are you up to? I'm going to scrub my kitchen floor in my best dress. Scrubber-polisher. Folder. Appl. author: Lee E. Fischer. © 17Sep56; KK119651.

CZELA.

For men of discernment, who want to see what they're screwing. Flash light screw driver. Label. © Czela Jaccard (pseud.: Czela); 20Aug55; KK121257.

D

DAILY HIGHLANDER.

The mystery of Spook Hill. Barney's, famous for food. Folder. © Highlander Pub. Co., Inc., d.b.a. Daily Highlander; 4Jan56; KK120714.

DALLAS IRON & WIRE WORKS, INC. ©

Never before a packaged ornamental iron at this low cost. American Beauty ornamental iron. Folder. Appl. author: Leighton Garland Dotson. © 8Jun56; KK118576.

Now, Pre-Kut ornamental railings and columns in aluminum. Sheet. Appl. author: Leighton Garland Dotson. © 5Sep56; KK119360.

Ornamental iron welded columns. Form no.M-1. Sheet. Appl. author: Leighton Garland Dotson. © 30Jul56; KK118606.

DAMPP-CHASER, INC.

For works of which Dampp-Chaser, Inc. is the joint claimant. SEE Foote, Allen M.

DAN DEE PRETZEL & POTATO CHIP CO. ©

Hey pardner, Wild Bill Hickock and Jingles premium ... Dan-Dee western bar-b-q chips. Net wt. 1 1/4 oz. Label. © 15Nov56; KK121398.

DAN RIVER MILLS, INC. ©

The difference between just making beds and making beds beautiful. Sheets & pillowcases. (In House & garden, Sept. 1955, p.67) © 18Aug55; KK120544.

DANA PERFUMES, INC. ©

Ambush, the tender trap. Now they are saying here in America ... (In Beauty fashion, May 1956, p.51) Appl. author: The Martin Co. © 10May56; KK121466.

Dana gives you the world's most glamorous spray colognes in 5 famous fragrances. (In Charm, July 1956, p.17) Appl. author: The Martin Co. © 21Jun56; KK119299.

A romance in every bottle; Ambush, the tender trap. (In Glamour, Oct. 1956, p.3 of cover) Appl. author: The Martin Co. © 22Sep56; KK121467.

DANBY FARM. ©

Exceptional studs out of fine-bred Larigo mares. Folder. Appl. author: Buchanan-Thomas Advertising Co. © 15Jun56; KK118498.

DANLY MACHINE SPECIALTIES, INC. ©

Danly die sets, die makers' supplies. 11th ed. Feb. 1956. Loose-leaf notebook. Appl. author: Robert C. Berggren. © 15Mar56; KK120100.

DAPRATO STATUARY CO.

Daprato art bulletin. Folder. Appl. author: Paul Rigali. © Daprato Statuary Co., parent firm of Daprato Studios.

No.
256. © 1Jul56; KK118346.
257. © 15Sep56; KK121150.

DARE PRODUCTS, INC. ©

Dare-Brite minute man plastic reflectors. Sheet. Appl. author: Robert M. Wilson. © 11Aug56; KK118947.

Dare Minute Man all purpose wire, Dare copper-covered steel and pure soft copper wire. Sheet. Appl. author: Jo D. Reisner. © 12Jul56; KK118270.

DARTELL, NORMAN d.b.a. DARTELL LABORATORIES. SEE Dartell Laboratories.

DARTELL LABORATORIES.

DPS formula 3. Dartrate, a food supplement ... Net contents 90 tablets. Label. NM: detailed formula, rev. ingredients & description. © Norman Dartell d.b.a. Dartell Laboratories; 12Sep56; KK119784.

DPS formula 9. Aquaflavin, a dietary food supplement ... Net contents 60CC. Box. Label. © Norman Dartell d.b.a. Dartell Laboratories; 6Jul56; KK118013.

DPS formula 9. Aquaflavin, a dietary food supplement ... Net contents 60CC. Label. © Norman Dartell d.b.a. Dartell Laboratories; 6Jul56; KK118012.

DAVIS, WILNA E. ©

Make it yourself. Octi-doll. Yarn kit. Label. © 16Oct56; KK121149.

DAVIS BORING TOOL DIVISION, GIDDINGS & LEWIS MACHINE TOOL CO. SEE Giddings & Lewis Machine Tool Co.

DAY-BRITE LIGHTING, INC. ©

Day-Brite all-porcelain industrial units for two and three 4-foot Rapid-Start lamps. Section 30, sheet 20. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 29Jun56; KK118378.

Day-Brite derby downlights. Section 50, sheet 24-A. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 29Jun56; KK118377.

Day-Brite Holiday enclosed surface mounted fixtures for two 4-foot Rapid-Start lamps. Section 10, sheet 51. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 29Jun56; KK118379.

Day-Brite recessed canopy unit. Section 50, sheet 28. Fluorescent lighting fixtures. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 29Jun56; KK118376.

Holiday. Form OD-660. Fluorescent lighting fixtures. Folder. Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 28Jun56; KK117991.

DAYTON BREAD CO. ©

Miami Maid, enriched with sunshine vitamin D. Net weight 1 1/4 lbs. Label. Appl. author: Specialty Papers Co. © 10Aug54; KK121874.

DAYTON RUBBER CO. ©

Broaden your sales horizons with this new synthetic foam: Dayton Poly-Koolfoam. (In Business week, Sept. 15, 1956, p.61) Appl. author: Norman D. Waters & Associates, Inc. © 15Sep56; KK119572.

Enter a new world of opportunity with Dayton Poly-Koolfoam. (In Business week, July 14, 1956, p.143) Appl. author: Norman D. Waters & Associates, Inc. © 13Jul56; KK118431.

Enter a new world of opportunity with Dayton Poly-Koolfoam. (In Fortune, Oct. 1956, p.109) Appl. author: Norman D. Waters & Associates, Inc. © 25Sep56; KK119782.

Finger-tip control. Universal lightens your house-cleaning. Dayflex vacuum hose. (In Living for young homemakers, Aug. 1956, p.83) Appl. author: Norman D. Waters & Associates, Inc. © 20Jul56; KK118388.

General Electric gives you the light touch in light house-keeping. Dayton Dayflex vacuum cleaner hose. (In House beautiful, Oct. 1956, p.244) Appl. author: Norman D. Waters & Associates, Inc. © 20Sep56; KK119487.

Lewyt chooses Dayflex hose to lighten work, brighten cleaning. Vacuum cleaner hose. (In House & garden, Nov. 1956, p.231) Appl. author: Norman D. Waters & Associates, Inc. © 20Oct56; KK120816.

Ready now, new, flexible, synthetic foam offers new industrial opportunities, Dayton Poly-Koolfoam. Pillows. (In Fortune, July 1956, p.35) Appl. author: Norman D. Waters & Associates, Inc. © 26Jun56; KK117818.

Science shows how to beat the heat with Koolfoam. Air-Conditioned pillows. (In Life, June 18, 1956, p.100) Appl. author: Norman D. Waters & Associates, Inc. © 14Jun56; KK117859.

DAZOR MANUFACTURING CORP. ©

List of authorized distributors. Dazor floating fixtures. Effective Mar. 1, 1956. Form 549. Pamphlet. © 28Jun56; KK117938.

List of authorized service stations. Dazor floating fixtures. Effective Mar. 1, 1956. Form 584. Pamphlet. © 28Jun56; KK117937.

Yours to enjoy in any model you choose from these all-new Dazor desk and table lamps. Floating-arm, flexible-arm, swing-arm and rigid-standard incandescent. Folder. © 29Oct56; KK121267.

DEAN BROS. PUMPS, INC. ©

Horizontal durable duplex, double acting, outside end packed plunger, pot valve type boiler feed and pressure pumps. Circular no.112B. Sheet. Appl. author: Saas & Sogard, Inc. © 21Jun56; KK120030.

Horizontal, forged steel cylinder, steam driven, reciprocating pumps. Circular no.146A. 6 p. Appl. author: Saas & Sogard, Inc. © 28Apr56; KK120031.

Instruction manual no.196 for heavy duty, single stage, double suction, centrifugal pumps; series D. 9 p. Appl. author: Saas & Sogard, Inc. © 21Jun56; KK120032.

DEDOUCH (J. A.) CO., INC. ©

For the discriminating... Dedo ceramic charms. Sheet. © 15Oct56; KK120119.

DEISTER CONCENTRATOR CO. ©

The Leahy heavy duty, no blind, vibrating screen ... Integrated heat screening. Mining machinery. (In Mining Congress journal, Oct. 1956, p.73) © 1Oct56; KK120457.

The new model E Leahy screen presents integrated heat screening. Mining equipment. (In Brick & clay record, Oct. 1956, p.9) © 1Oct56; KK120780.

The new model E Leahy screen presents integrated heat screening. Separating equipment. (In Pit & quarry, Nov. 1956, p.50) © 1Nov56; KK121217.

DE LAVAL STEAM TURBINE CO. ©

De Laval bombas centrifugas de una etapa de aspiracion sencilla y doble. Boletin 1002-X. Centrifugal pumps. Folder. Appl. author: Jess H. Cloud. © 26Jul56; KK118869.

DE LUXE PREMIUM CORP. ©

Amazing offer, genuine leather de luxe cowboy outfit. Display card. © 22Jun56; KK119345.

Made of fine quality, 12 piece cowboy outfit. Display card. © 22Jun56; KK119346.

Mary, the sweetheart doll, complete with beautiful coat, dress and hat. Display card. © 18Jun56; KK119347.

Save $20.00 on this doll. Betty, the beautiful bride ... Display card. © 18Jun56; KK119349.

Sweet Amy complete with matching dress, hat and bag. Doll. Display card. © 18Jun56; KK119348.

DERMETICS CO. a division of RILLING-DERMETICS CO. SEE Rilling-Dermetics Co.

DESIGN & PRODUCTION, INC. ©

D. & P. ready-built information booth and recruiting stand. Sheet. Appl. author: Leonard C. Rennie. © 29Nov56; KK121215.

DESIGN ENTERPRISES. ©

Folding nursery basket with snap-on-bottom. No.806. Made of sturdy vinyl plastic. Folder. Appl. author: Michael Graboi. © 19Jul56; KK118564.

DETROIT STEEL CORP. ©

Cover all your CR strip requirements close to home. (In Connecticut purchasor, Oct. 1956, p.21) Appl. author: Simons-Michelson Co. © 10Oct56; KK120388.

DSC Strip scored 100% job-performance on '56 Ford radiator grille production. (In Detroit purchasor, Oct. 1956, p.14) Appl. author: Simons-Michelson Co. © 10Oct56; KK120389.

DSC Strip scored 100% job-performance on '56 Ford radiator grille production. (In Detroit purchasor, Nov. 1956, p.49) Appl. author: Simons-Michelson Co. © 10Nov56; KK121856.

Detroit DSC Steel. Correction: business as usual at DSC in July. (In Detroit purchasor, July 1956, p.15) Appl. author: Simons-Michelson Co. © Detroit Steel Corp a.k.a. Detroit Steel; 10Jul56; KK118489.

July 1956 Fortune reveals Detroit Steel scored the year's biggest individual gain in sales-ranking ... (In The Detroit purchasor, Aug. 1956, p.45) Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Aug56; KK118871.

The proof of the steel is in its performance. A customer rates DSC service first in emergencies. (In New England purchaser, Sept. 1956, p.33) Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Sep56; KK119696.

The proof of the steel is in its performance. DSC steel core wire joins strands with aluminum cable ... (In Detroit purchasor, Oct. 1956, p.43) Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Oct56; KK120390.

The proof of the steel is in its performance. DSC Strip, special purpose steel. (In New England purchaser, Nov. 1956, p.31) Appl. author: Simons-Michelson Co. © 10Nov56; KK121854.

The proof of the steel is in its performance. DSC welded wire fabric puts crack-resistance into concrete construction. (In Detroit purchasor, Sept. 1956, p.43) Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Sep56; KK119695.

The proof of the steel is in its performance. Dear Mr. Strip User. (In Detroit purchasor, Sept. 1956, p.11) Appl. author: Simons-Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Sep56; KK119697.

The proof of the steel is in its performance. Definition of SH-RIP. (In Detroit purchasor, Nov. 1956, p.19) Appl. author: Simons-Michelson Co. © 10Nov56; KK121855.

The proof of the steel is in its performance. How you can rate reliability in a strip steel supplier. (In Connecticut purchasor, July 1956, p.15) Appl. author: Simons-Michelson Co. © 10Jul56; KK118490.

The proof of the steel is in its performance. When your blue print specifies close-gauge try DSC Strip for size. (In Detroit purchasor, July 1956, p.37) Appl. author: Simons-Michelson Co. © 10Jul56; KK118488.

Says Dependable Dan, In a pinch warehouse steel is a PA's best friend. (In Detroit purchasor, July 19, 1956, p.36) Appl. author: Simons-Michelson Co. © 10Jul56; KK118487.

Time out for plant vacations and annual maintenance. (In The Detroit purchasor, Aug. 1956, p.6) Appl. author: Simons-

DETROIT STEEL CORP. © Cont'd.
Michelson Co. © Detroit Steel Corp. d.b.a. Detroit Steel; 10Aug56; KK118872.

DE VOR FIGURIZING CLUB, INC. ©
Exclusively for women who care. Mail folder. Appl. author: Gladys M. De Vor. © 20Jul56; KK119423.

DE WALT, INC. ©
Here's your modern AMF De Walt power shop workbench plan. Plan no.DW104. Folder. © 16Jul56; KK119541.

DEXSON PRODUCTS, INC. ©
Dexson friction-freeing film. [Endorsed by] Don Walker. Folder. Appl. author: Bob Hargreaves. © 16Aug56; KK119239.

DIAMOND MATCH CO. ©
50 deluxe Independence match books. Label. © 17Jan56; KK117810.

DIAMOND WALNUT GROWERS, INC. ©
Diamond brand shelled walnuts, vacuum packed halves and pieces. Net wt.4 ozs. Label. © 1Oct56; KK120513.

Emerald brand shelled walnuts, vacuum packed halves and pieces. Net wt.4 ozs. Label. © 22Sep56; KK120514.

DIAPER-AID CO. ©
The Diaper-Aid. A new bathroom appliance. Clamps to pipe under toilet water tank. Sheet. Appl. author: Marvin William Beaumont. © 15Jun56; KK118599.

DICKINSON, RODNEY E. & WALTER M. DICKINSON, JR. d.b.a. DICKINSON BROS. SEE Dickinson Bros.

DICKINSON, WALTER M., JR. & RODNEY E. DICKINSON d.b.a. DICKINSON BROS. SEE Dickinson Bros.

DICKINSON BROS.
The Big Woodsman. Syrup & preserves. Label. Appl. author: Schmidt Lithograph Co. © Walter M. Dickinson, Jr. & Rodney E. Dickinson d.b.a. Dickinson Bros.; 18May56; KK118136.

Christmas Breakfast. Preserves of distinction. Label. Appl. author: Schmidt Lithograph Co. © Walter M. Dickinson, Jr. & Rodney E. Dickinson d.b.a. Dickinson Bros.; 15Aug56; KK119035.

Christmas in the Pines, preserves of distinction. Label. Appl. author: Schmidt Lithograph Co. © Walter M. Dickinson, Jr. & Rodney E. Dickinson d.b.a. Dickinson Bros.; 5Apr56; KK118134.

The Little Woodsman, syrup and preserves of distinction. Label. Appl. author: Schmidt Lithograph Co. © Walter M. Dickinson, Jr. & Rodney E. Dickinson d.b.a. Dickinson Bros.; 25Apr56; KK118135.

Western Breakfast. Syrups & preserves. Label. Appl. author: Schmidt Lithograph Co. © Walter M. Dickinson, Jr. & Rodney E. Dickinson d.b.a. Dickinson Bros.; 18May56; KK118137.

DIETS OF ROCHESTER RESEARCH GROUP. ©
Quick-frozen Diets of Rochester. A balanced reduction meal-pak for dietary purposes. Net weight 12.14 ozs., 340 grams. Label. Appl. author: LeRoy Shane. © 19Jul56; KK118372.

DISNEY (WALT) PRODUCTIONS. ©
Mickey Mouse Club treasure mine. 2918:100. Whitman Pub. Co. Books. Label. © 25Jul56; KK119344.

16 Walt Disney valentines to make up. Label. © 6Nov56; KK121377.

20 Mickey Mouse Club Christmas cards. No.6945. Whitman. Label. © 1Aug56; KK119343.

DISPENSATOR DIVISION, W. H. FRICK, INC. SEE Frick (W. H.) Inc.

DIXIE CUP CO. ©
4 Dixie cups filled with ice cream. (Multi-cup sleeve) Carton. © 16Aug56; KK119735.

Frosty treat cup design. Label. © 7May56; KK119207.

DIXIE HUSH PUPPY MIX CO. SEE Parker, L. J.

DOCTORS' PHARMACY. ©
The Doctors' Pharmacy, professional pharmacists, prescriptions only. Delivery envelope. Appl. author: The Doctors' Pharmacy, employer of Samuel S. Levitch. © 28Jul56; KK120237.

DOEREN, R. S. ©
Buddy Shine. Label. © 1Dec56; KK121890.

DOESKIN PRODUCTS, INC. ©
Doeskin de luxe tissues; boudoir box. 250 single sheets. Label. © 1Oct56; KK120189.

Doeskin facial tissues; white. 400 single sheets. Label. © 1Oct56; KK1204[illegible].

Doeskin facial tissues; white. 200 single sheets. Label. © 1Oct56; KK120188.

Doeskin formal fold, de luxe, dinner napkins; white. 48 napkins. Label. © 1Oct56; KK120190.

Doeskin, two ply bathroom tissue; white. 4 rolls. Label. © 1Oct56; KK120487.

Doeskin, 2 ply, bathroom tissue; white. 750 single sheets. Label. © 1Oct56; KK120187.

DOLCH, EDWARD W. ©
Consonant Lotto in the Phonics game series. A Dolch phonics game. Garrard Press. Label. © 1Aug56; KK119335.

DOMINION STORES, LTD. ©
Dominion frozen concentrated orange juice. Contents 6 1/4 fl. oz. Label. © 12Mar56; KK119415.

DONAHUE SALES CORP. ©
Don't get caught short this summer. Talon zippers. (In Chain store age, June 1956, p.42-43) Appl. author: McCann Erickson, Inc. © 18May56; KK118008.

D'ORSAY, MARCELLE d.b.a. DORSAY PRODUCTS. SEE Dorsay Products.

DORSAY PRODUCTS.
Earring mates for earring lovers. Pinkies, cushion the clips for comfort. 5 pairs. Label. © Marcelle D'Orsay d.b.a. Dorsay Products; 10Sep56; KK119678.

DOUGLAS FIR PLYWOOD ASSN. ©
Instructions for 4' choir boy trio; layout, cutting and assembly diagrams. 2 sheets. Appl. author: Duane G. McQuilkin. © 10Sep56; KK120491.

Instructions for 4' singing angels; layout, cutting and assembly diagrams. 2 sheets. Appl. author: Duane G. McQuilkin. © 10Sep56; KK120490.

Instructions for 6' Santa Claus; layout, cutting and assembly diagrams. 2 sheets. Appl. author: Duane G. McQuilkin. © 6Sep56; KK120489.

New 8 fir plywood fleet boat plans. Folder. © 21May56; KK119101.

DOUGLAS FURNITURE CORP. ©
Block's Home Budget Store. Never before a super king size value like this. (In The Indianapolis star, May 31, 1956, p.28) © 31May56; KK118491.

DOW JONES & CO., INC. ©
Read? The Wall Street journal. (In Printers' ink, Dec. 14, 1956, p.48-49) Appl. author: Theodore E. Callis. © 14Dec56; KK121895.

DOWLING'S FIFTH AVENUE, INC. ©
Free Western Union order service. Photographic equipment. (In Modern photography, Aug. 1956, p.24) © 1Jul56; KK117743.

DOYLE DANE BERNBACH, INC., ADVERTISING. ©
Doyle Dane Bernbach merchandising memo. Edited by E. B. Weiss. Folder. © 26Jun56; KK117958.

DRESSEL'S BAKERIES. ©
Frigi-Freez cake with whipped cream; chocolate fudge. Net wt. 1 lb. 1 oz. Label. Appl. author: Carl Olson. © 7Jul56; KK119841.

DREWRYS LTD. U.S.A., INC. ©
Drewrys is my beer because it out-refreshes them all. [Endorsed by] Walter Boghun. (In State journal, Lansing, Mich.) Appl. author: George Drake. © 26Oct56; KK121759.

Experts' big beer test gets greater Lansing's big OK. (In The State journal, Lansing, Mich., Oct. 23, 1956, p.20) Appl. author: George Drake. © 23Oct56; KK121154.

The experts' choice is greater Lansing's choice. Of 37 leading beers tested, Drewrys out refreshes them all. (In The State journal, Lansing, Mich., Nov. 6, 1956, p.22) Appl. author: George Drake. © 6Nov56; KK121102.

Get a case of Drewrys' for over the week-end, the beer that out-refreshes them all. (In Chicago daily tribune) Appl. author: George Drake. © 23Jun56; KK117815.

I like Drewrys, the beer that out-refreshes them all. [Endorsed by] William Sova. (In State journal, Lansing, Mich.) Appl. author: George Drake. © 26Oct56; KK121757.

I'll take Drewrys, the beer that out-refreshes them all. [Endorsed by] Walter Powtak. (In State journal, Lansing, Mich.) Appl. author: George Drake. © 26Oct56; KK121758.

I'm sold on Drewrys, the beer that out-refreshes them all. [Endorsed by] Howard Wardell. (In State journal, Lansing, Mich.) Appl. author: George Drake. © 26Oct56; KK121756.

Most refreshing of all. Beer. [Man smiling at big glass of beer] Poster. Appl. author: George Drake. © 27Jul56; KK121144.

My choice is Drewrys beer because it out-refreshes them all. [Endorsed by] Judy Gunning. (In State journal, Lansing, Mich.) Appl. author: George Drake. © 26Oct56; KK121760.

Of 37 leading beers tested, Drewrys first for refreshment. Wonderful flavor, no full feeling after. (In Anderson daily bulletin, July 17, 1956, p.9) Appl. author: George Drake. © 17Jul56; KK118300.

Of 37 leading beers tested, Drewrys most refreshing of all. Wonderful flavor, no full feeling after. (In The Flint (Mich.) journal, July 16, 1956, p.21) Appl. author: George Drake. © 16Jul56; KK118242.

Of 37 leading beers tested, Drewry's out-refreshes them all. (In Chicago daily tribune, July 11, 1956, pt.2, p.18) Appl. author: George Drake. © 11Jul56; KK118031.

Of 37 leading beers tested, Drewry's out-refreshes them all. Wonderful flavor, no full feeling after. (In Toledo blade, Aug. 6, 1956) Appl. author: George Drake. © 6Aug56; KK118890.

DRINK A BANANA, INC. ©

Mm...m...m... the perfect milk drink. Made with a medium whole ripe banana. Poster. Appl. author: John C. Jones, III. © 2Jul56; KK118682.

The perfect milk drink. Drink A Banana. Label. Appl. author: John C. Jones, III. © 16Jul56; KK118681.

DRITZ (JOHN) & SONS. ©

Darns socks in seconds. Dritz sock patches. No.683. Label. Appl. author: Alfred Bernard Caring. © 1Feb56; KK119365.

Dritz magic-eye sewing machine needle. No.689/16. Label. Appl. author: Alfred Bernard Caring. © 1Oct54; KK119363.

Dritz see-thru dressmaker's ruler. No.621. Label. Appl. author: Alfred Bernard Caring. © 30Apr56; KK119364.

Dritz tailor chalk and holder. No.748. Label. Appl. author: Alfred Bernard Caring. © 1Feb56; KK119368.

DROMEDARY CO., a division of NATIONAL BISCUIT CO. SEE National Biscuit Co.

DUMONT HANDKERCHIEFS. ©

Dumont automatic reorder system. Card. Appl. author: Will Kaplan Advertising. © 1Jun56; KK119733.

DUNCAN (DONALD F.) INC. ©

Duncan new Pearlessence yo-yo return tops. No.888. Contents one half dozen. Label. © 4May56; KK118126.

Jeweled professional Yo-Yo return top. Label. © 12Oct56; KK121316.

Rainbow tournament Duncan yo-yo return tops. No.777. Contents one half dozen. Label. © 4May56; KK118125.

DUNCAN COFFEE CO. ©

He'll love its richer, fresher flavor, you'll love its new low price. It's Admiration, of course. (In The Houston post, Sept. 13, 1956, section 3, p.6) Appl. author: Tracy-Locke Co., Inc. © 13Sep56; KK120079.

Whatever your taste in coffee, you need the extra richness of Maryland Club. (In Tyler courier-times, Sept. 20, 1956, section 2, p.2) Appl. author: Tracy-Locke Co., Inc. of Texas. © 20Sep56; KK121100.

DU PONT DE NEMOURS (E. I.) & CO., INC. ©

Hall's Stonecroft Babe. FDSB-467368. Painted by Iwan L. Lotton. Explosives. Calendar. © 8Oct56; KK121903.

Selling slants. June 1956. Antifreeze. Folder. Appl. author: John S. Swajeski. © 1Jun56; KK118222.

DURACLEAN CO.

New, a spot absorber. Durafoam spot remover. No.202. Sheet. © I. H. Marshall, M. G. Marshall, Irl H. Marshall, Jr., Katherine Marshall, Marjorie McCarthy d.b.a. Duraclean Co.; 1Jul56; KK119045.

World's first spot absorber. Durafoam spot remover. No.200. Sheet. © I. H. Marshall, M. G. Marshall, Irl H. Marshall, Jr., Katherine Marshall, Marjorie McCarthy d.b.a. Duraclean Co.; 1Jul56; KK119044.

World's first spot absorber. Durafoam spot remover. No.201. Sheet. © I. H. Marshall, M. G. Marshall, Irl H. Marshall, Jr., Katherine Marshall, Marjorie McCarthy d.b.a. Duraclean Co.; 1Jul56; KK119046.

DURKEE FAMOUS FOODS, division of the GLIDDEN CO. SEE Glidden Co.

DURO-TEST CORP. ©

Duro-Test de luxe. Durex All-Weather Hi-Lite, wide beam, 800 watt, R-60 bulb, 4000 hour. Sheet. Appl. author: Roland W. Tiemann. © 6Jun56; KK119638.

Duro-Test proudly presents Power-Lite. Fluorescent lamps. Folder. Appl. author: Roland W. Tiemann. © 31Aug56; KK119637.

Flolight for 400W Mercury Vapor lamps, 700 and 750W Fluomeric lamps. Sheet. Appl. author: Roland W. Tiemann. © 1Aug56; KK119636.

Lamps may look alike, but there's no equal for Duro-Test performance. Fluorescent tubes & incandescent bulbs. (In The School executive) Appl. author: Roland W. Tiemann. © 2Mar56; KK119639.

Triple cathode. Fluorescent tubes. Folder. Appl. author: Roland W. Tiemann. © 6Aug56; KK119640.

DUTCHLAND DAIRY STORES.

For a world of values, use this calendar-of-the-week. Dutchland Dairy coupon offer. (In The Milwaukee journal, Aug. 15, 1956) Appl. author: Ray W. Carlson. © Dutchland Dairy Stores, Inc. d.b.a. Dutchland Dairy Stores; 15Aug56; KK120029.

E

E-Z BUCKLE, INC. ©

E-Z adhesive SelFABric, for the creation of decorative designs. Style no.66. One strip. Label. Appl. author: Louise Gino. © 27Jun56; KK118293.

E-Z carbon tracing paper for pattern markings, for homesewers and dressmakers. Contents: five sheets. Label. Appl. author: Nathan Fiderer. © 20Sep56; KK121885.

E-Z coat and jacket hangers. Style no.14. 3 for 25¢. Label. Appl. author: Louise Gino. © 27Jun56; KK118295.

E-Z Ivy League buckles. Buckles for adjusting tabs. Label. Appl. author: Nathan Fiderer. © 20Sep56; KK121883.

E-Z large eyelets with attaching tool. Style no.15. 14 complete 1/4" eyelets. Label. Appl. author: Louise Gino. © 27Jun56; KK118296.

E-Z laundry marking pen. Label. Appl. author: Nathan Fiderer. © 20Sep56; KK121886.

E-Z laundry marking pen refill. Label. Appl. author: Nathan Fiderer. © 20Sep56; KK121882.

E-Z press-fast darning kit. Style no.62. 42 pieces. Label. Appl. author: Louise Gino. © 27Jun56; KK118290.

E-Z press-fast ironing paper. 3 sheets. Label. Appl. author: Nathan Fiderer. © 20Sep56; KK121884.

E-Z press-fast mending tape. Style no.63. 1 large piece. Label. Appl. author: Louise Gino. © 27Jun56; KK118292.

E-Z press-fast mending tape, mends as you iron. Style no.64. 90" long X 1 1/4" wide. Label. Appl. author: Louise Gino. © 27Jun56; KK118294.

E-Z press-fast patches; sanforized. Style no.61. 2 pieces. Label. Appl. author: Louise Gino. © 27Jun56; KK118291.

E-Z press-fast shower curtain top with eyelets. 72". Label. Appl. author: Nathan Fiderer. © 20Sep56; KK121881.

E-Z seam ripper. Label. Appl. author: Nathan Fiderer. © 20Sep56; KK121889.

E-Z seam ripper refill. Label. Appl. author: Nathan Fiderer. © 20Sep56; KK121888.

E-Z shower curtain top with eyelets. Style no.16. 39¢ - 72". Label. Appl. author: Louise Gino. © 27Jun56; KK118297.

E-Z tracing wheel, for duplicating pattern markings. Label. Appl. author: Nathan Fiderer. © 20Sep56; KK121887.

E-Z DECORATIVE BRICK CO.

E-Z decorative brick, do-it-yourself kit. 10 square feet. Label. Appl. author: Bernard E. Fischbein. © William B. Woods & Edwin F. Harris d.b.a. E-Z Decorative Brick Co.; 1Sep56; KK119567.

EAGLE-PICHER CO.

Fabricon presents 16 new bread-in-use wrapper illustrations to give your loaf more appetite appeal at the point of sale. (Bread-in-use designs) Sheet. © Fabricon Products, a division of Eagle-Picher Co.; 19Oct56; KK120727.

EARLVILLE BLEACHER CORP. ©

Type D-5 bleacher. Drawing no.56-3. Sheet. © 26Sep56; KK119738.

Type LT-5 bleacher. Drawing no.56-1. Sheet. © 26Sep56; KK119739.

EARLY TIMES DISTILLERY CO. ©

The choice of every party, Early Times. (In Oakland tribune, Aug. 3, 1956, p.48E) Appl. author: Ruthrauff & Ryan, Inc. © 3Aug56; KK120012.

EARLY TIMES DISTILLERY CO. © Cont'd.

Day's end, good friends and Early Times. [Outdoor barbecue scene; three men with drinks on table] (In Life, Aug. 20, 1956, p.58) Appl. author: Ruthrauff & Ryan, Inc. © 17Aug56; KK120015.

The Early Times recommendation. (In Chicago tribune, Sept. 12, 1956, sports section, p.2) Appl. author: Ruthrauff & Ryan, Inc. © 12Sep56; KK120348.

Good, so good, it's remarkable. (In Houston chronicle, Sept. 13, 1956, section D, p.5) Appl. author: Ruthrauff & Ryan, Inc. © 13Sep56; KK120345.

Inside this bottle is, in all likelihood, the whisky the members choose for themselves. (In Club management, Oct. 1956, p.2 of cover) Appl. author: Ruthrauff & Ryan, Inc. © 5Oct56; KK120344.

The jingle bell gift box all ready to give. (In Illinois beverage journal, Oct. 1956, p.78) Appl. author: Ruthrauff & Ryan, Inc. © 5Oct56; KK120338.

A Kentucky song at twilight, home with Early Times. (In Life, May 19, 1956, p.5) Appl. author: Ruthrauff & Ryan, Inc. © 19May56; KK118510.

Let this recommendation introduce you to a remarkably good whisky. (In Chicago tribune, Sept. 19, 1956, sports section, p.3) Appl. author: Ruthrauff & Ryan, Inc. © 19Sep56; KK120346.

October special on the whisky that made Kentucky whiskies famous. (In Alaska beverage journal, Oct. 5, 1956, p.24) Appl. author: Ruthrauff & Ryan, Inc. © 5Oct56 (in notice: 1955); KK120337.

Of all the hundreds of fine whiskies made in Kentucky, Early Times is the one whisky that Kentuckians themselves overwhelmingly choose ... (In Chicago tribune, Aug. 29, 1956, sports' section, p.3) Appl. author: Ruthrauff & Ryan, Inc. © 29Aug56; KK120013.

The people say yes. Not another bourbon has a recommendation as good as this. (In Chicago tribune, Sept. 26, 1956, sports section, p.2) Appl. author: Ruthrauff & Ryan, Inc. © 26Sep56; KK120341.

Recommendation. Early Times for better times. (In Chicago tribune, Sept. 5, 1956, sports section, p.2) Appl. author: Ruthrauff & Ryan, Inc. © 5Sep56; KK120347.

EASTERN INDUSTRIES, INC. ©

PR system of coordinated traffic control. Bulletin E-224. Signal control apparatus. Folder. © 19Sep56; KK119787.

Traffic actuated Electro-Matic radar vehicle detector. Model RD-1. Bulletin D-164. Sheet. © 20Jul56; KK118567.

ECONOMY FURNITURE CO. ©

12 pc. curved sectional group. (In Courier-journal, Oct. 21, 1956) Appl. author: Leo Kahn. © 21Oct56; KK120554.

EHLERS (LOU) BUICK & FAIRMAN ADVERTISING.

Car-icature no.1. Automobiles. (In Milwaukee journal, Nov. 11, 1956, p.9) Appl. author: Robert J. Fairman. © Lou Ehlers Buick, Inc. & Robert J. Fairman Advertising Agency d.b.a. Lou Ehlers Buick & Fairman Advertising; 11Nov56; KK121721.

EKCO PRODUCTS CO. ©

Buy a gift, get a gift, free. Flint egg beater. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 20Sep56; KK121695.

Easy does it perfectly with Flint cutlery. [Two knives with vegetables on wood board] Appl. author: Dancer-Fitzgerald-Sample, Inc. © 20Mar56; KK119001.

Easy does it perfectly with Flint kitchen tools. Flint egg beater gives electric mixer results. (In McCall's, Feb. 1956) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 20Jan56; KK119003.

Easy does it perfectly with Flintware. [Sliced apples in open saucepan] Cooking utensils. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 3Apr56; KK119002.

Free, Flint gifts for Christmas. Flint-Ware set, Holdster set, Kitchen tool set. (In Living for young homemakers, Oct. 1956, p.23) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 20Sep56; KK121693.

Look, you're the first to see them. Flint 2000 kitchen tools by Ekco. (In Better homes & gardens, Oct. 1956, p.8) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 20Sep56; KK121696.

Now, go modern, live easy with stove-to-table Ekcoware. Choose from 33 gift-boxed pieces to fill every cooking need. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 20Feb56; KK119004.

Spring sale, Vanadium stainless steel Flint-Ware saucepans. Appl. author: Dancer- Fitzgerald-Sample, Inc. © 17May56; KK118956.

To encourage kitchen kissing. Flint cutlery ... with genuine Pakkawood handles. (In McCall's, Oct. 1956, p.101) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 20Sep56; KK121697.

To encourage kitchen kissing. Vanadium stainless steel Flint-Ware. (In Woman's home companion, Oct. 1956, p.55) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 20Sep56; KK121694.

ELCO TOOL & SCREW CORP. ©

Elco aids for home and office. Folder. Appl. author: Walter Gustaf Larson.
Issue no.
7. © 12Jul56; KK118642.
8. © 10Aug56; KK118990.
9. © 21Sep56; KK119993.
10. © 17Oct56; KK120359.
12. © 7Dec56; KK121675.

ELECTROLUX CORP. ©

Electrolux air filter. Filters for vacuum cleaners. Label. © 3Dec56; KK121769.

Greatest cleaning power ever engineered by Electrolux. New model Electrolux Automatic E. Vacuum cleaners. Post card. © 15Sep56; KK120191.

ELLDEE LABORATORIES, INC. ©

Diet Rite, the high protein instant food for weight control. Folder. Appl. author: Laddie F. Dobry. © 16Jun56; KK118133.

ELLINGTON & CO., INC. ©

John Smith and Mary Jones smoked 2 cigarettes in the dark ... Old Savor. Sheet. Appl. author: J. T. Ellington. © 15Aug56; KK119429.

ELSASSER, DAVID N. ©

Florida souvenir: Salt, pepper, 'n pix. Seasoning set. Label. © 15Jul56; KK119480.

Live jumping beans. Label. © David N. Elsasser; 15Jul56; KK119481.

ELY (I. G.) & CO. ©

A mink for mama, by Elyte. No.1254. Holder for watches, rings, etc. Label. Appl. author: Bernard Ely. © 12Apr56 (in notice: 1955); KK118062.

Putting on the dog. Elyte Doggie Valet. No.1250. Holder for watches, wallets, etc. Label. Appl. author: Bernard Ely. © 12Apr56 (in notice: 1955); KK118063.

Smokey ash tray, by Elyte. No.1251. Label. Appl. author: Bernard Ely. © 12Apr56 (in notice: 1955); KK118064.

EMENEL CO. ©

Alfalfa. Folder. Appl. author: Daniel A. Mitchell. © 17Oct56; KK121001.

The mineral vitamin family - what it can do for you. Ceraplex. Food supplement. Folder. © 30Jul56; KK119597.

EMIGRANT INDUSTRIAL SAVINGS BANK. ©

How much should you save for the upkeep of your house? Folder. Appl. author: Kelly, Nason, Inc. © 1Oct56; KK121007.

EMPIRE STATE NUT CO., INC. ©

Capitol brand fancy ribbon candy. Net wt. 14 ozs. Label. © 9Nov56; KK121405.

ENGLANDER CO., INC. ©

Sleep as you'd sleep at the Waldorf-Astoria (and other famous Hilton hotels) Englander's foam latex hotel sleep set. Mattresses. (In Life, May 16, 1955, p.197) Appl. author: Leo Burnett. © 13May55; KK118174.

Somewhere, before dawn this morning, in greater New York ... Follow the Englander Red-Line to the hidden $100,000.00. Mattresses. (In Sunday news, New York, Sept. 16, 1956, section 2, p.8-9) Appl. author: North Advertising, Inc. © 16Sep56; KK119931.

Things you need to know before you buy a mattress. Englander Air-foam Red-Line ensemble. (In Life, Apr. 25, 1955, p.56) Appl. author: Leo Burnett. © 22Apr55; KK118473.

EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. ©

Immunize your dog against rabies. (Medical Dept. poster no.15) © 19Jul56; KK119312.

An overweight pet is less sprightly, less healthy and so is an overweight person. (Medical Dept. poster no.14) © 19Jul56; KK119310.

A well-trained pet is more enjoyable, less work, healthier, safer. (Medical Dept. poster no.13) © 19Jul56; KK119311.

EQUITABLE PAPER BAG CO., INC. ©

It's time for Family Favorite brand potatoes. 10 lbs. net, U.S. no.1. Label. © 15Oct56; KK121793.

ERICKSON PETROLEUM CORP. ©

Erickson presents summer carnival of swim fun, swim toys, swim pools. Gasoline & plastic toys. Sheet. © 20Jul56; KK118373.

ERSKINE, WILLIAM C.
Nancy Drew model chart. SEE Stratemeyer Syndicate.

ESHELMAN (JOHN W.) & SONS. ©
Nuevo producto de John W. Eshelman & Sons, Red Rose pre-mix. Animal feeds. Pamphlet. Appl. author: Van Sant, Dugdale & Co., Inc. © 30Aug56; KK119412.

ESKIMO PIE CORP. ©

Call a plumber. Ice cream bars. Folder. Appl. author: Ross Coles & Co., Inc. © 3May56; KK120328.

Competition can't throw you, if you do these important things. Ice cream bars. Folder. Appl. author: Ross Coles & Co., Inc. © 24May56; KK120333.

Delicious new snack size Eskimo Pie, Jr. Ice cream bars. Poster. Appl. author: Ross Coles & Co., Inc. © 25Jul56; KK120327.

Eskimo do-nut. 3 fluid ounces. Ice cream bars. Label. Appl. author: J. Irvin Beatley. © 29Nov56; KK121580.

Eskimo sundae on a stick. Streamer. Appl. author: Ross Coles & Co., Inc. © 3May56; KK120322.

Here's how you win. Ice cream bars. Sheet. Appl. author: Ross Coles & Co., Inc. © 8May56; KK120318.

New, take-home pak contains 4 delicious chocolate-covered ice cream bars. Poster. Appl. author: Ross Coles & Co., Inc. © 25Jun56; KK120319.

Official circus treat ... Eskimo Pie. Ice cream bars. Poster. Appl. author: Ross Coles & Co., Inc. © 2Jul56; KK120326.

Official ice cream treat of Ringling Bros. and Barnum & Bailey Circus. Everybody reaches for Eskimo Pie. Poster. Appl. author: Ross Coles & Co., Inc. © 28Jun56; KK120324.

Official ice cream treat of Ringling Bros. and Barnum & Bailey Circus. Everybody's treat, Eskimo Pie. Poster. Appl. author: Ross Coles & Co., Inc. © 6Jul56; KK120323.

Prize winning doooooers bulletin. Ice cream bars. Sheet. Appl. author: Ross Coles & Co., Inc. © 5Jun56; KK120332.

The prize you want would cost you ... Ice cream bars. Folder. Appl. author: Ross Coles & Co., Inc. © 9May56; KK120330.

A reminder to do these important things. Ice cream bars. Card. Appl. author: Ross Coles & Co., Inc. © 5Apr56; KK120329.

The self starter has always been a top prize winner. Ice cream bars. Card. Appl. author: Ross Coles & Co., Inc. © 20Apr56; KK120320.

Stand on your own two feet and you'll walk off with your share of prizes. Ice cream bars. Folder. Appl. author: Ross Coles & Co., Inc. © 30Apr56; KK120331.

Track down every business getting opportunity. Ice cream bars. Folder. Appl. author: Ross Coles & Co., Inc. © 17May56; KK120325.

Whatever your do-it-yourself hobby may be, here's the greatest, build your business and win your share of prizes. Ice cream bars. Folder. Appl. author: Ross Coles & Co., Inc. © 27Apr56; KK120321.

ESSENTIAL PRODUCTS CO. ©
Send your dry cleaning with your shirts. Sticker. © 6Jun56; KK118232.

ESTERBROOK PEN CO. ©

Always ready to write. Desk pen set, model 4430. (In Time, July 9, 1956, p.39) Appl. author: Robert Farnham, Jr. © 4Jul56; KK121290.

Esterbrook fountain pen to make your writing look better to you, and to others, too. Choose the right point for the way you write, by number ... at any pen counter. (In The Saturday evening post, June 23, 1956, p.85) Appl. author: Robert Farnham, Jr. © 20Jun56; KK118353.

Esterbrook fountain pen to make your writing look better to you, and to others, too. Do it yourself at any pen counter. (In The Saturday evening post, May 26, 1956, p.57) Appl. author: Robert Farnham, Jr. © 23May56; KK118352.

Give Esterbrook, the only pen that exactly matches any writing style perfectly, personally. (In The Saturday evening post, Dec. 8, 1956, p.14-15) Appl. author: Robert Farnham, Jr. © 4Dec56; KK121607.

Give Esterbrook, the only pen that matches every writing style perfectly, personally. (In Collier's, Nov. 9, 1956, p.49) Appl. author: Robert Farnham, Jr. © 25Oct56; KK121609.

Give the thoughtful gift with the personal touch, Esterbrook pens. (In National geographic, Dec. 1955, p.3) Appl. author: John D. Wooster. © 9Nov55; KK118309.

Gregg shorthand was designed to be written with a pen. (In Business education world, May 1956, p.1) Appl. author: Robert Farnham, Jr. © 20Apr56; KK121219.

How to select a Christmas gift they will be sure to like. Esterbrook fountain pen. (In Reader's digest, Dec. 1955, p.6) Appl. author: John D. Wooster. © 25Nov55; KK118311.

Now, a new companion for the Esterbrook fountain pen, a new dependable ball point. (In The Saturday evening post, Aug. 11, 1956, p.14) Appl. author: Robert Farnham, Jr. © 7Aug56; KK120070.

The pen that fills itself. Model 444. (In Time, Nov. 21, 1955, p.68) Appl. author: John D. Wooster. © 16Nov55; KK117934.

Prize-winning classes in Esterbrook's 1955-56 national Gregg shorthand contest. Gregg-approved shorthand pen and point. No.1555. (In Today's secretary, June 1956, p.4 of cover) Appl. author: Robert Farnham, Jr. © 25May56; KK121608.

To make your writing look better, choose the right point, for the way you write, by number. New, instant-starting Esterbrook ball point. (In The Saturday evening post, Aug. 18, 1956, p.76) Appl. author: Robert Farnham, Jr. © 14Aug56; KK120068.

To make your writing look better to you, and others, too, choose the right point, for the way you write, by number. (In The Saturday evening post, Mar. 24, 1956, p.64) Appl. author: Robert Farnham, Jr. © 20Mar56; KK117935.

To make your writing look better to you, and to others, too, choose the right point, for the way you write, by number. (In Life, Aug. 27, 1956, p.16-17) Appl. author: Robert Farnham, Jr. © 23Aug56; KK120069.

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Euphrates bread waferettes with sesame seeds. Net weight 12 ounces. Label. © 25Aug56; KK120455.

EUTECTIC WELDING ALLOYS CORP. ©

Eutectic Low Temperature Welding Alloys. Label.

EutecRod 16 FC, flux coated, for torch. Lt. blue flux coating. © 21Jun56; KK117797.

EutecRod 88 PT (FC) for torch. Pale green flux coating. © 15Aug56; KK118928.

EutecRod 144 super, for torch. Silver tip. © 19Sep56; KK119569.

EutecRod 144FC super, flux coated, for torch. Silver tip. © 19Sep56; KK119570.

EutecTrode 60 AC-DC. Grey tip. © 21Jun56; KK117798.

EutecTrode 670, AC-DC. Orange tip. © 11Sep56; KK119377.

EutecTrode 680, AC-DC. Lt. blue tip. © 11Sep56; KK119378.

Original low temperature Eutectic welding alloys. Label. © 15Jun56; KK121768.

EVANS' (L. B.) SON CO. ©
Give dad the perfect end to every day, Evans, hand turned, slippers. Planter's Punch. (In Ladies' home journal, June 1956, p.148) Appl. author: Hoag & Provandie, Inc. © 29May56; KK117980.

EVANS & BRISEBOIS. ©

Ad-maker furniture advertising and promotion service. Appl. author: Leslie A. Brisebois.
Nov. 1955. © 1Nov55; KK117845.
Dec. 1955. © 1Dec55; KK117852.
Jan. 1956. © 1Jan56; KK117853.

Ad promotion no.300 & 300A. Home furnishings. 14 sheets. Appl. author: Leslie A. Brisebois. © 15Aug56; KK120603.

Continental furniture advertising service. Appl. author: Leslie A. Brisebois.
Nov. 1955. © 1Nov55; KK117849.
Dec. 1955. © 1Dec55; KK117854.
Jan. 1956. © 1Jan56; KK117850.

E and B furniture service. Appl. author: Leslie A. Brisebois.
Nov. 1955. © 1Nov55; KK117851.
Dec. 1955. © 1Dec55; KK117848.
Jan. 1956. © 1Jan56; KK117843.

Election contest. Just name the states you think will go for Ike or Adlai. Home furnishings stores. Sheet. Appl. author: Leslie A. Brisebois. © 15Aug56; KK119140.

The new Chainway advertising mat service for furniture stores. Appl. author: Leslie A. Brisebois.
Nov. 1955. © 1Nov55; KK117844.
Dec. 1955. © 1Dec55; KK117846.
Jan. 1956. © 1Jan56; KK117847.

EVERGREEN PRINTERS. ©

Now you can step up to finer motoring in a new --. (Step up card) Automotive dealers. Folder. Appl. author: Riedel Advertising Associates. © 30Apr56; KK119647.

We thought you'd like to know how little more it costs to own a beautiful new Buick. Automotive dealers. Mail folder. Appl. author: Riedel Advertising Associates. © 20May56; KK119646.

EVERSON MANUFACTURING CORP. ©
Sterelators, by Everson, chlorine gas control equipment, vacuum operated. No.3154. Sheet. Appl. author: Roy Blair Everson. © 1Apr56; KK121005.

F

FCA SERVICE DIVISION, HODES-DANIEL CO., INC. SEE Hodes-Daniel Co., Inc.

FABRICON PRODUCTS, a division of EAGLE-PICHER CO. SEE Eagle-Picher Co.

FAIRHAVEN FROSTED FOODS, INC. ©
Eskimo brand peas. Net weight 10 oz. Label. Appl. author: Crown Zellerbach Corp. © 2Aug56; KK119129.

FAIRMAN (ROBERT J.) ADVERTISING AGENCY & LOU EHLERS BUICK, INC. d.b.a. LOU EHLERS BUICK & FAIRMAN ADVERTISING. SEE Ehlers (Lou) Buick & Fairman Advertising.

FAIRMONT RAILWAY MOTORS, INC. ©
Fairmont TH1, TH2, series A, highway trailer for inspection and section cars, highway trailer for gang cars. Bulletin 689A. 2 p. Appl. author: R. B. Evans. © 1Dec56; KK121686.

Fairmont W24 series A weed mower with hydraulic sickle drive. Bulletin 694A. 4 p. Appl. author: R. B. Evans. © 21Sep56; KK120696.

Fairmont W55 series B weed burner. Bulletin 699A. 4 p. Appl. author: R. B. Evans. © 18Jun56; KK119159.

Fairmont W62 series C ballast discer. Bulletin 745. 4 p. Appl. author: R. B. Evans. © 15Oct56; KK120695.

FARM EQUIPMENT DIVISION, ALLIS-CHALMERS. SEE Allis-Chalmers.

FASHIONCRAFT PRODUCTS.
Fashioncraft Thermo-Trav'ler, baby's own insulated portable Food Bar. Folder. © Fashioncraft Products, a co-partnership consisting of Morris J. Berry & Louis Wells; 17Oct56; KK120779.

FASTIK.
Fastik, shower curtain anchors. Card. © Clinton D. Moffatt d.b.a. Fastik; 18Jul56; KK118771.

FEDERAL PHARMACY CO.
Tincture Jubuca. 6 fluid ounces. Kidney & bladder medicine. Label. © U. Gilbert Ruff t.a. Federal Pharmacy Co.; 10Sep56; KK119650.

FERGUSON DIVISION, MASSEY-HARRIS-FERGUSON, INC. SEE Massey-Harris Ferguson, Inc.

FIEDLER, IRVING. ©
It works like magic. Irving Fiedler's card ring holder. Sheet. © 1May56; KK120231.

FIELDS, C. O.
Are you afraid to drive your car at night? A Brite-Lite Diffuser will give protection to you and your family. Auto accessory. Folder. © Claude O. Fields; 25Jul56; KK118419.

FILENE'S. ©
Five toe moccasins. F 343 AB. Manufactured by Hoague-Sprague Corp. Shoe boxes. Label. © 20Nov56; KK121407.

FIRESTONE INDUSTRIAL PRODUCTS. ©
Announcing the first and only deep, deep, six inch deep form-fitted mattress of Firestone Foamex. (In Life, Sept. 19, 1955, p.70-71) © 16Sep55; KK118509.

Pop plagued by a hot-headed pillow? Treat him to the air-cooling comfort of a Foamex pillow for Father's Day. (In Life, June 6, 1955, p.168) © Firestone Industrial Products Co.; 3Jun55; KK121833.

You shouldn't buy a mattress, until you've made this eye opening rest test on form-fitted Foamex. (In Life, June 6, 1955, p.169) © Firestone Industrial Products Co.; 3Jun55; KK121832.

FIRESTONE PLASTICS CO. ©
Beauties that never let you down, they're all made of Firestone Velon. (In The Saturday evening post, Mar. 26, 1955, p.81) © 23Mar55; KK120891.

FIRESTONE TIRE & RUBBER CO. ©
Bring the children to Firestone toyland to see America's best-loved toys. (In The Saturday evening post, Nov. 19, 1956, p.74-75) © 16Nov55; KK119241.

Buy everything for your car at Firestone. (In Life, May 23, 1955, p.73) © 20May55; KK118153.

Choose the tire of champions. 32 consecutive Indianapolis races have been won on Firestone. (In Look, July 12, 1955, p.16-17) © 12Jul55; KK120890.

Every day's a holiday with Firestone products to bring leisure to living. Automatic washers and other appliances. (In Life, May 16, 1955, p.90) © 16May55; KK118251.

Firestone deep tread pulls better, lasts longer, costs less. No other tractor tire gives so much for so low a price. (In The Progressive farmer, Sept. 1955, p.24) © 1Sep55; KK118253.

Free Firestone tractor tire air measure gauge cuts your farm tire costs. (In The Kentucky farmer, Feb. 1956, p.29) © 1Feb56; KK121790.

Out of this new and exclusive precision-bladed mold comes the world's most modern tire, Firestone de luxe champion tubeless, standard equipment on 1956 cars. (In Life, Oct. 17, 1955, p.56-57) © 14Oct55; KK118370.

Stop when you need to. Go when you want to, with the new noiseless Firestone Town & Country winter tires. (In Newsweek, Oct. 17, 1955, p.12-13) © 17Oct55; KK118252.

You can drive safely in winter weather when you winter-sure your car ... with new Firestone town & country winter tires. Auto supplies. (In The Saturday evening post, Nov. 12, 1955, p.70-71) © 9Nov55; KK119240.

FIRMADENT BRUSH CO. ©
FirmaDent, the new tu-toned replaceable head toothbrush. Card. Appl. author: Murray Gewirtz. © 25Apr56; KK119313.

FISCHER, MARTIN J. d.b.a. CERTIFIED COATINGS PRODUCTS CO. SEE Certified Coatings Products Co.

FISCHER & CO., INC. ©
A Fischer classic in navy nylon tricot. Fischer Heavenly lingerie. (In Vogue, Mar. 1, 1954, p.30) © 1Mar54; KK119134.

Nylon tricot ensemble. Fischer Heavenly lingerie. (In Harper's bazaar, Apr. 1954, p.14) © 1Apr54; KK119133.

Vision of loveliness in nylon tricot. Fischer Heavenly lingerie. (In Harper's bazaar, Nov. 1953, p.14) © 1Nov53; KK119132.

FISHER PRINT. & LITHO CO., a subsidiary of CREDIT BUREAU OF MUNCIE, INC. SEE Credit Bureau of Muncie, Inc.

FITZGIBBONS BOILER CO., INC. ©
The Fitzgibbons boiler for heating big buildings. Low pressure D type firebox. Catalog D-10-2. Pamphlet. © 1Jul56; KK118471.

FITZPATRICK BROS., INC. ©
Kitchen Klenzer. 5 piece silver-plate place setting. Net weight 13 oz. Scouring powder. Label. © 27Sep54; KK118436.

New Kitchen Klenzer. Contains bleach. Net weight 13 ounces. Scouring powder. Label. © 8Feb56; KK118434.

FIUMEDORO, ALI. ©
The Alinet with an atomic mouthpiece. Musical instrument. Sheet. © 11Jul56; KK118066.

FLANDERS, STANLEY V. & VIVIAN S. FLANDERS d.b.a. WICK & WAX CANDLE CO. SEE Wick & Wax Candle Co.

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FLEER (FRANK H.) CORP. ©
Comics. Dubble Bubble. Chewing gum. Sheets.
475-498. © 22Nov52; KK121701.
499-522. © 12Dec52; KK121702.
523-538 & 543-546. © 8Jan53; KK121703.
547-558. © 7Mar53; KK121704.
559-582. © 30Apr53; KK121705.
583-606. © 4Jun53; KK121706.
607-618. © 3Jul53; KK121707.
619-630. © 2Aug53; KK121708.
631-642. © 23Aug53; KK121709.
643-654 & 656-674. © 19Feb55; KK121710.

FLEX-O-GLASS, INC. d.b.a. WARP BROS. SEE Warp Bros.

FLICK-REEDY CORP. ©
Tru-Seal, the ideal pipe thread seal ... Quantity 100. Label. © 5Sep56; KK119944.

FLIPPANT, INC. ©
Flippant, the wonder garment with articulated control. Girdle. Sheet. Appl. author: Marian Halstead. © 1Nov56; KK121576.

FLORIDA CITRUS COMMISSION. ©
Now arriving in Portland by the carload, fresh Florida grapefruit at their juiciest, peak-season best. (In Press herald, Portland, Me., Apr. 27, 1956, p.33) Appl. author: Benton & Bowles, Inc. © 27Apr56; KK118954.

FLOTILL PRODUCTS, INC. ©
Democrats - Republicans, win regardless of weight, shape or appetite. Tillie Lewis Tasti-Diet foods. (In Stockton record, Sept. 6, 1956, p.6) © 6Sep56; KK120180.

FLUIDLESS CONTACT LENSES, INC. ©
Maya Denise, Miss Milan of Italy ... Famous personalities from all over the world wear Airflo Smoothies, tiny contact lenses. Sheet. Appl. author: Donald L. Golden. © 28Feb56; KK118085.

Meet Patti Ross, international dancing star. Another wearer of new Airflo Smoothies, tiny contact lenses. Sheet. Appl. author: Donald L. Golden. © 1Apr56; KK118084.

New contact lenses to replace eyeglasses for thousands. Airflo tiny non-pressure contact lenses. Sheet. Appl. author: Donald L. Golden. © 15Jun56; KK118086.

Now, tiny contact lenses that do not touch the pupil of the eye. The new Airflo non-pressure contact lenses. Sheet. Appl. author: Donald L. Golden. © 1Jun56; KK118083.

FOAM RUBBER CENTER.

Dimensional design. Airfoam by Goodyear. Furniture. (In New York post, Aug. 5, 1956) Appl. author: Mann-Ellis, Inc. © Leeko Manufacturing Co., Inc. t.a. Foam Rubber Center; 5Aug56; KK121175.

Labor Day sale. Airfoam by Goodyear. Furniture. (In The New York times, Sept. 2, 1956, p.40) Appl. author: Mann-Ellis, Inc. © Leeko Manufacturing Co., Inc. t.a. Foam Rubber Center; 2Sep56; KK121138.

FOLGER (J. A.) & CO. ©

Instant Folger's coffee. 6 oz. net wt. Label. Appl. author: Frank Gianninoto. © 13Nov56; KK121080.

FOOD MART, INC. ©

Win-a-bike contest. 1. First week. Sheet. Appl. author: Warren T. Mithoff. © 9Nov56; KK121409.

FOOD SALES, INC. ©

Yellow hulless popcorn. At last science comes to popcorn. Combo. Net wt. 10 oz. Oil coated kernel. Label. Appl. author: John W. Kuehn. © 30ct56; KK121592.

FOOD SPECIALTIES, INC. ©

Menu. 7 Steerburgers broiled without grease over real charcoal. Folder. Appl. author: Thomas B. Ham. © 23Oct56; KK120642.

Menu. 7 Steers. The things we do with Steerburgers. Folder. Appl. author: Thomas B. Ham. © 4Jul56; KK118424.

FOODMAKER, INC. ©

LiquiDiet, for scientific satisfying weight control. Contents: 12 fl. oz. Label. Appl. author: Alfred J. Finberg. © 1Aug56; KK120304.

FOODS DIVISION, ANDERSON, CLAYTON & CO. SEE Anderson, Clayton & Co., Foods Division.

FOOTE, ALLEN M.

Chart no.1, daily temperature variations. Piano or organ temperature vs. room temperature. Sheet. © Allen M. Foote & Dampp-Chaser, Inc.; 20Jul56; KK121749.

Chart no.2, daily temperature variations. Piano or organ temperature vs. room temperature. Sheet. © Allen M. Foote & Dampp-Chaser, Inc.; 20Jul56; KK121750.

Chart no.3, daily changes in air circulation inside piano or organ. Sheet. © Allen M. Foote & Dampp-Chaser, Inc.; 20Jul56; KK121751.

Chart no.4, percent relative humidity in room vs. frequency deviation. Sheet. © Allen M. Foote & Dampp-Chaser, Inc.; 20Jul56; KK121755.

Chart no.5, average percent relative humidity inside piano or organ. Sheet. © Allen M. Foote & Dampp-Chaser, Inc.; 20Jul56; KK121752.

Figure no.1, the Dampp-Chaser. Figure no.2, fan used to make air circulation tests. Figure no.3, installation of Dampp-Chaser in spinet piano. Sheet. © Allen M. Foote & Dampp-Chaser, Inc.; 20Jul56; KK121754.

Placement of pianos in locations formerly taboo. Sheet. © Allen M. Foote & Dampp-Chaser, Inc.; 20Jul56; KK121753.

FORD MOTOR CO. ©

Adjustable rear blade handles a wide range of jobs at less cost. AD-6438. Tractor equipment. Sheet. © 20Aug56; KK119722.

Angle dozer and blade snow plow. AD-6408. Sheet. © 20Aug56; KK119724.

Back up lamp installation instructions IS-22; kit. B7S-18275. Sheet. © 20ct56; KK120867.

Dearborn portable elevator; new, give your profits a quick lift. AD-6441. Sheet. © 1Jun56; KK117872.

Dearborn side mounted mowers. AD-6403. Sheet. © 20Aug56; KK119727.

800 series Ford tractors. AD-6417. Sheet. © 20Aug56; KK119726.

Ford adjustable rear blade handles a wide range of jobs at less cost; all purpose blade adjusts from the tractor seat. Specifications. AD-6438. Tractor equipment. Sheet. © 1Aug56; KK120194.

Ford disc plows with new truss frame for peak performance. AD-6297. Sheet. © 50ct56; KK120385.

Ford industrial loaders for ... Ford tractors. AD-6412. Sheet. © 20Aug56; KK119725.

Ford one-way plow; specifications. AD-6373. Sheet. © 9Aug56; KK120193.

Ford rear tool bar equipment for Ford tractors and the Fordson major diesel. AD-6355. Folder. © 3Aug56; KK119721.

Ford rotary cutter specifications. Model 22-60. AD-6405. Sheet. © 17Jul56; KK119218.

Ford Trip Shank field cultivator. AD-6295. Sheet. © 50ct56; KK120383.

The Fordson major diesel. DXM-6310. Tractor. Folder. © 1Jul56; KK119720.

Fordson major diesel tractors; specifications sheet. AD-6419. © 21Sep56; KK120192.

Half cabs for Ford and Fordson major diesel tractors. AD-6488. Sheet. © 28Sep56; KK121778.

Installation instructions for FoMoCo brake linings for 1949-57 Ford passenger cars and F-1, F-100 trucks. Folder. © 15Aug56; KK119810.

Installation instructions IS 23, B7A-18275-A kit; back-up lamp. Automobile accessory. Sheet. © 20Sep56; KK119808.

Installation instructions IS 24, B7A-18275-B kit; back-up lamp. Automobile accessory. Sheet. © 20Sep56; KK119809.

Load a yard a minute. Ford industrial loader. AD-6411. Folder. © 50ct56; KK120384.

Lowest cost power on the market, Ford special utility tractors. AD-6415. Folder. © 170ct56; KK120387.

Mow high. Dearborn side mounted mowers. AD-6402. Folder. © 100ct56; KK120386.

New Ford two-way, two-furrow moldboard plow turns all furrows same direction; specifications. AD-6221. Sheet. © 14Sep56 (in notice: 1955); KK120195.

600 series Ford tractors. AD-6416. Sheet. © 20Aug56; KK119723.

Triple your work force. Ford rotary cutter. AD-6404. Folder. © 24Jul56; KK118686.

FOREST LAWN MEMORIAL-PARK ASSN. ©

Beauty that comforts. Forest Lawn undertaking and cemetery together. (In Los Angeles times, July 14, 1956, pt.1, p.6) © 14Jul56; KK120184.

FORT DODGE LABORATORIES, INC. ©

Texas post card. The Alamo, shrine of Texas liberty, San Antonio. Veterinary biologicals & pharmaceuticals. Appl. author: J. L. Ruebel. © 20ct56; KK119843.

FOSTER ENGINEERING CO. ©

Foster automatic valves. Folder. Appl. author: George Bauer. © 30ct56; KK120336.

FOUGERA (E.) & CO., INC.

Effects of drugs on the electrocardiogram. Cardiology desk-aid no.15. Digitaline Nativelle. Pharmaceuticals. Folder. © Varick Pharmacal Co., Inc., a division of E. Fougera & Co., Inc.; 27Jun56; KK120008.

Normal values in pediatric cardiology. Cardiology desk-aid no.16. Digitaline Nativelle. Pharmaceuticals. Folder. © Varick Pharmacal Co., Inc., a division of E. Fougera & Co., Inc.; 13Sep56; KK120009.

FRAM CORP. ©

Both oil and filter need changing. AH891. Streamer. Appl. author: Lester F. Barnes. © 15Nov55; KK121003.

Catch the Fram fantom. Form AH-928. Oil filters. Poster. Appl. author: Lester F. Barnes. © 12Jun56; KK119777.

Four free cartridges with each deal. Form no.AH-930. Sheet. Appl. author: Lester F. Barnes. © 8Jun56; KK119776.

Fram headquarters, change oil and filter, now. Form AH-931. Streamer. Appl. author: Lester F. Barnes. © 22Jun56; KK119768.

Get in on the Fram triple bombshell fleet program. Form AH894. Filters & cartridges. Folder. Appl. author: Lester F. Barnes. © 15Nov55; KK121002.

Get the heavy odds in your favor. Form AH-939. Filters & cartridges. Folder. Appl. author: Lester F. Barnes. © 12Jun56; KK119769.

Giant $110,000.00 contest for dealers and jobber salesman. All you do is estimate the number of filters Fram supplies as original equipment. Form no.AH-888. Poster. Appl. author: Leslie F. Barnes. © 15Nov55; KK119780.

Here's how Fram pays off for second half '56. Form AH-929. Filters & cartridges. Pamphlet. Appl. author: Lester F. Barnes. © 12Jun56; KK119774.

Know what the odds are against drawing this poker hand? Form AH-923. Filters & cartridges. Folder. Appl. author: Lester F. Barnes. © 15Apr56; KK119773.

Look, 4 cartridges free. Sunoco. Form AH-934S. Sheet. Appl. author: Lester F. Barnes. © 20Jun56; KK119765.

Now, an entirely new Fram replacement cartridge, Cel-U-Pak, available in two sizes. Catalog p. AH-927. Appl. author: Lester F. Barnes. © 12Jun56; KK119764.

FRAM CORP. © Cont'd.

Now, over 75 Fram fantoms are making calls paying 20 silver dollars. Form AH-925. Oil filters. Mail folder. Appl. author: Lester F. Barnes. © 12Jun56; KK119772.

Now, 3 ways to make extra dollars and profits. Form AH-934. Filters & cartridges. Folder. Appl. author: Lester F. Barnes. © 8Jun56; KK119770.

Of course we're sticking our chest out. Form AH-919. Filters. Folder. Appl. author: Lester F. Barnes. © 1Mar56; KK119767.

Oil filter replacement cartridge identification chart. Form no.AH-917. Appl. author: E. F. Morgan. © 1Dec55 (in notice: 1956); KK119781.

The 2nd section of the Fram giant $110,000.00 prize contest is off with a bang. Form AH-938. Oil & air filters. Card. Appl. author: Lester F. Barnes. © 12Jun56; KK119775.

To match the carloads of prizes in Fram's giant $110,000.00 prize contest, we bought a full carload of Fram filters and cartridges. Form AH-933. Folder. Appl. author: Lester F. Barnes. © 12Jun56; KK119766.

To match the truckloads of prizes in Fram's giant $110,000.00 prize contest, we bought a full truckload of Fram filters and cartridges. Form AH-932. Folder. Appl. author: Lester F. Barnes. © 12Jun56; KK119771.

Watch for us in Collier's ... and coast to coast billboards. Form AH-893. Oil filters. Streamer. Appl. author: Lester F. Barnes. © 15Feb56; KK119778.

Win 20 silver dollars. Form AH-926. Oil filters. Stuffer. Appl. author: Lester F. Barnes. © 8Jun56; KK119779.

FRANKLIN INSTITUTE OF THE STATE OF PENNSYLVANIA. ©

Research and development: Industrial colloids and polymers. 5 p. © 15Mar56; KK120033.

FRED & SAMMIE'S RIVERSIDE INN.

Fred & Sammie's Riverside Inn, Mottville, Michigan; place mat. © Fred Meier & Mildred C. Meier d.b.a. Fred & Sammie's Riverside Inn; 20Jul56; KK119967.

FREE-LOCK CORP. ©

One million 4 wheel drive vehicles need Free-Lock hubs. Mail folder. Appl. author: James R. Lloyd, Sr. © 30Apr56; KK120182.

The world's finest and safest, Free-Lock hubs. Pamphlet. Appl. author: James R. Lloyd, Sr. © 25Sep56; KK120179.

FREEMAN, JOHN C. d.b.a. FREEMAN PRODUCTS CO. SEE Freeman Products Co.

FREEMAN PRODUCTS CO.

Nu-Pine cleans, disinfects, deodorizes. One liquid pint. Label. © John C. Freeman d.b.a. Freeman Products Co.; 1May56; KK119407.

FRICK (W. H.) INC.

Dispensator, little wonder, mobile dish dispensers. Model nos.S3A & S3B. Sheet. © Dispensator Division, W. H. Frick, Inc.; 14Aug56; KK119308.

FRIDEN CALCULATING MACHINE CO., INC. ©

Figures show it, you ought to be in business the Friden Street way. (In Time, Dec. 10, 1956, p.97) Appl. author: J. Walter Thompson Co. © 6Dec56; KK121606.

A Friden Street report on integrated data processing. Friden automatic tape-talk machines are something to see. (In The Wall Street journal, Sept. 12, 1956, p.10-11) Appl. author: J. Walter Thompson Co. © 12Sep56; KK119959.

Knock on any door, see how business is done on Friden Street. (In Time, June 25, 1956, p.85) Appl. author: J. Walter Thompson Co. © 21Jun56; KK117744.

Take a stroll down Friden Street, watch the figures fly. (In Time, Sept. 17, 1956, p.119) Appl. author: J. Walter Thompson Co. © 13Sep56; KK119454.

FRIGIDAIRE DIVISION, GENERAL MOTORS CORP. SEE General Motors Corp.

FRIGO, ADELINE & STEFANO FRIGO d.b.a. FRIGO FOOD PRODUCTS CO. SEE Frigo Food Products Co.

FRIGO, STEFANO & ADELINE FRIGO d.b.a FRIGO FOOD PRODUCTS CO. SEE Frigo Food Products Co.

FRIGO FOOD PRODUCTS CO.

The champagne of soft table cheeses. La Milanese. Label. © Stefano Frigo & Adeline Frigo d.b.a. Frigo Food Products Co.; 8Oct56; KK121295.

FROZEN MEATS DIVISION, JOHN MORRELL & CO. SEE Morrell (John) & Co.

FUHRMANN & SCHMIDT BREWING CO. ©

Enjoy Premium F & S beer with sealed ageing. (In Mount Carmel item, Aug. 31, 1956, p.7) Appl. author: Robert Farnham, Jr. © 31Aug56; KK120071.

Enjoy premium F & S beer with sealed-ageing. [Woman holding conical beer glass] (In Mount Carmel item, Mount Carmel, Pa., Oct. 5, 1956, p.11) Appl. author: Robert Farnham, Jr. © 5Oct56; KK121218.

Now in quarts. Premium F & S beer with sealed-ageing. 5 full glasses. (In Milton evening standard, Apr. 27, 1956, p.4) Appl. author: Robert Farnham, Jr. © 27Apr56; KK118310.

Only premium F & S beer has sealed-ageing. [Barrel with padlock] (In Mt. Carmel item, Oct. 12, 1956, p.11) Appl. author: Robert Farnham, Jr. © 12Oct56; KK120313.

Only premium F & S beer with sealed-ageing brings you beer as you like it. [Man with rake] (In Mt. Carmel item, June 12, 1956, p.9) Appl. author: Robert Farnham, Jr. © 12Jun56; KK120314.

Only premium F & S beer with sealed-ageing for real summer-time pleasure. [Man with rake] (In Mt. Carmel item, Aug. 10, 1956, p.7) Appl. author: Robert Farnham, Jr. © 10Aug56; KK120315.

Only premium F & S beer with sealed-ageing makes your barbecue a backyard banquet. (In The Evening standard, Milton, Pa., June 22, 1956, p.4) Appl. author: Robert Farnham, Jr. © 22Jun56; KK118354.

FULLER, W. H. d.b.a. KASHFINDER SYSTEM. SEE Kashfinder System.

FUN, INC. ©

Squeeky voice thrower. Toy. Label. © 2Mar56 (in notice: 1955); KK119337.

G

G. H.©P. CIGAR CO. ©

I've got something for you. La Palina ideals. A new splendor for the mildest cigar in history. (In U. S. tobacco journal, July 9, 1956, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 3Jul56; KK118992.

GABRIEL (SAMUEL) SONS & CO. ©

Any child can draw and paint. Artists' materials. Ages 8 to 14. Written by Arthur Zaidenberg. Label. © 12Sep56; KK120661.

Ballerina dolls. 12 wardrobe changes for 2 big dolls. Ages 5 to 10. Label. Appl. author: Marion V. Ridgway. © 12Sep56; KK120662.

Deep sea diving game. Ages 7 to 12. Label. Appl. author: Marion V. Ridgway. © 3Oct56; KK120657.

Earth satellite game. Fight your way to the moon ... Ages 6 to 12. Label. Appl. author: Jim Short. © 22Oct56; KK120663.

Fiddlestraws. The new creative construction craze. Label. Appl. author: Angelo Longo. © 12Sep56; KK120656.

Frontier fort rescue race. 2 complete games in one. Ages 7-12. Label. Appl. author: Angelo Longo. © 12Sep56; KK120658.

Gabriel's box of crafts. Ages 7 to 12. Label. Appl. author: Angelo Longo. © 12Sep56; KK120660.

Major league baseball game. Label. Appl. author: Marion V. Ridgway. © 12Sep56; KK120654.

New adjustable easy-to-use, easy-lock loom. Ages 5 to 9. Label. Appl. author: Angelo Longo. © 3Oct56; KK120659.

Stampede. 3 games in one. Ages 7 to 12. Label. Appl. author: Angelo Longo. © 12Sep56; KK120655.

GABRIEL CO. ©

Just what is an adjustable shock absorber? Gabriel AdjustOmatic, the only genuine adjustable shock absorber. (In Super service station, Aug. 1956, p.24) Appl. author: Keeling & Co., Inc. © 1Aug56; KK118863.

GALLO (E. & J.) WINERY. ©

First time in Texas, America's largest selling wine. Poster. Appl. author: Doyle Dane Bernbach, Inc. © 1Nov56; KK121226.

Four great sherries. Subway poster. Appl. author: Doyle Dane Bernbach, Inc. © 1Nov56; KK121380.

A great port. Subway poster. Appl. author: Doyle Dane Bernbach, Inc. © 1Nov56; KK121382.

A great sherry. Subway poster. Appl. author: Doyle Dane Bernbach, Inc. © 1Nov56; KK121379.

These grapes will be squeezed only once. Subway poster. Appl. author: Doyle Dane Bernbach, Inc. © 1Nov56; KK121381.

GALLO, PAUL. ©

Gallo brand ripe black olives toasted in olive oil. Net wt. 6 pounds. Label. © 1Jun56; KK117977.

GARIS, HOWARD R.

The Uncle Wiggily game. SEE Bradley (Milton) Co.

GATES & SONS, INC. ©

A new idea to solve an old problem. Cody brick sill form clamp. Sheet. Appl. author: Harris Gordon Gates. © 1Oct56; KK121308.

GATES RUBBER CO. ©

Fan belt finder; European vehicles. Card. Appl. author: Gerard Morency Couturier. © 1Aug56; KK118779.

GELATIN-PLUS. SEE Burt, C.

GENERAL BAKING CO. ©

Enriched Standish Farms milk bread. Bond. Net wt. 1 lb. Label. © 18Sep56; KK119826.

Famous Grossinger's country club pumpernickel. Net wt. 1 lb. Label. © General Baking Co. (in notice: General Baking Co., Grossinger Division); 7Nov56; KK121783.

GENERAL DAIRY SUPPLY CO. ©

Holiday greetings. Poinsettia design no.1005. One-half gallon liquid. Ice cream. Label. Appl. author: Oscar Anderson. © 5Oct56; KK121486.

GENERAL ELECTRIC CO. ©

Arc welding handshields. Fiber, standard front ventilated. No.91 x 632. 6 handshields. GEZ-1724. Label. © 11Apr56; KK118462.

Dial me for motors. GEL-1276. Counter card. © 23Jul56; KK118905.

Electronic systems, key to our nation's defense. EHM 4165. 72 p. Appl. author: Samuel P. Ingram. © 18Jul56; KK119112.

Mild steel electrodes including low alloy and low hydrogen. GEL-1237A. Chart. © 21Jun56; KK119048.

New PM-21 automatic oscillograph with exclusive roll-out chassis. GED-3111. Folder. © 18Sep56; KK119892.

GENERAL FIREPROOFING CO. ©

Goodform gives you Miss Secretary's favorite chair. (In Business week, May 26, 1956, p.124) © 26May56 (in notice: 1955); KK117948.

Meet the need for more private offices with GF steel partitions. (In Business week, May 12, 1956, p.123) © 12May56; KK117946.

Open shelf filing units. Folder. © 1May56; KK117949.

Smart dining calls for smart aluminum Goodform furniture. (In Business week, June 9, 1956, p.43) © 9Jun56; KK117947.

Why take 8 steps when four do it better? Super-Filer. (In Time, June 4, 1956, p.119) © 4Jun56; KK118186.

GENERAL FOODS CORP. ©

Announcing the big Birds Eye-RCA Victor color the kids contest. Frosted foods. (In Frozen food age, Oct. 1956, p.4) Appl. author: Young & Rubicam, Inc. © 1Oct56; KK121798.

Another great Birds Eye promotion coming your way in October ... Frosted foods. (In Frozen food age, Sept. 1956, p.31) Appl. author: Young & Rubicam, Inc. © 1Sep56; KK121797.

Be Birds Eye's guest at the World Series. Frosted foods. (In Albany knickerbocker news, Aug. 16, 1956, p.8-A) Appl. author: Young & Rubicam, Inc. © 16Aug56; KK120403.

Color the Birds Eye kids. Enter the RCA Victor Birds Eye contest. Frozen foods. (In Life, Oct. 22, 1956, p.44) Appl. author: Young & Rubicam, Inc. © 18Oct56; KK121031.

Come and get 'em, Birds Eye specials, while they last. Frozen food. (In Kansas City times, Aug. 2, 1956, p.15) Appl. author: Young & Rubicam, Inc. © 2Aug56; KK119391.

Fill up the freezer with these great Birds Eye values. Frozen foods. (In Knickerbocker news, Albany, Nov. 15, 1956, p.A-25) Appl. author: Young & Rubicam, Inc. © 15Nov56; KK121800.

Fill up the freezer with these great Birds Eye values while they last. Frozen foods. (In Buffalo news, Sept. 6, 1956, p.37) Appl. author: Young & Rubicam, Inc. © 6Sep56; KK120402.

Greetings to all grocery manufacturers from Birds Eye. Frosted foods. (In Journal of commerce, Nov. 13, 1956, p.36) Appl. author: Young & Rubicam, Inc. © 13Nov56; KK121796.

Hey, diddle, diddle. The cat and the fiddle. Jell-O. (In Life, Oct. 1, 1956, p.115) Appl. author: Young & Rubicam, Inc. © 27Sep56; KK120400.

Now's the time for Jell-O. [Fat man on scales] (In Look, Aug. 21, 1956, p.71) Appl. author: Young & Rubicam, Inc. © 7Aug56; KK120401.

The Queen of Hearts, she made some tarts. Jell-O. (In Sunday mirror, New York, Aug. 12, 1956) Appl. author: Young & Rubicam, Inc. © 12Aug56; KK119392.

Salute to the Dakotas from Birds Eye frosted foods. (In Dakota farmer, May 19, 1956, p.52) Appl. author: Young & Rubicam, Inc. © 19May56; KK121030.

Save 50¢ on four Birds Eye meat pies. Chicken, beef, turkey. Frosted foods. (In Scranton, Pa. times, Nov. 15, 1956, p.32) Appl. author: Young & Rubicam, Inc. © 15Nov56; KK121799.

Three little kittens took off their mittens, enchanted, delighted and merry. Jell-O. (In Life, June 11, 1956, p.55) Appl. author: Young & Rubicam, Inc. © 7Jun56; KK118018.

Want 25¢ for tasting the best juice ever? Birds Eye concentrated orange juice. (In Boston herald, Nov. 10, 1955, p.30) Appl. author: Young & Rubicam, Inc. © 10Nov55; KK119396.

GENERAL INSECTICIDE CO., INC. ©

Cat's Paw, rat & mouse meal. Warfarin bait. Contains one pound. Label. Appl. author: Benjamin D. Smith. © 8Oct56; KK120174.

GENERAL MILLS, INC. ©

Cheerios, the oat cereal ready to eat. Series no.75-B. Net wt. 7 oz. Label. © 7Jul56; KK121604.

Wheaties, Breakfast of Champions. Series no.116A. Net wt. 8 oz. Label. © 10May56; KK119835.

GENERAL MOTORS CORP.

Frigidaire full home conditioning selector. Air conditioners. Slide-chart. Appl. author: H. H. Ward. © Frigidaire Division, General Motors Corp.; 28Mar56; KK118326.

GENERAL SHOE CORP.

Holiday. Shoe cartons. Label. Appl. author: Frank C. Meyer Co., Inc. © General Shoe Corp., Holiday Division; 1Jun56; KK118910.

GENERAL SLICING MACHINE CO. ©

General's new big extra-profit plan featuring a complete line of food processing equipment. Slicers, choppers. Folder. Appl. author: The Kaplan Agency, Inc. © 7May56; KK117961.

New, and it's a genuine General. New, a slicing champion for the smaller kitchen. Models 208, 100 & 150. Sheet. Appl. author: The Kaplan Agency, Inc. © 7May56; KK118033.

New, extra-large capacity and it's a genuine General. Models 500, 600 & 208. Sheet. Appl. author: The Kaplan Agency, Inc. © 7May56; KK117960.

Now, General gives you a complete line for this big extra profit plan. Slicing machines, choppers & grinders. Folder. Appl. author: The Kaplan Agency, Inc. © 7May56; KK117962.

GENERAL TIRE & RUBBER CO. ©

U.S. needs better roads. Poor roads are holding U.S. back. The General Tire goes a long way to make friends. (In The Saturday evening post, Oct. 15, 1955, p.18) Appl. author: Stanley P. Seward. © 12Oct55; KK118798.

GERBER (J. A.) JEWELERS. ©

Say, have I got a great idea for teens. Teenscredit. Teen age credit. Sheet. Appl. author: Ivan J. Gerber. © 10Nov56; KK121814.

Teen age credit. Appl. author: Ivan J. Gerber. © 7Nov56; KK120931.

Teenscredit, for people under 21. Appl. author: Ivan J. Gerber. © 5Nov56; KK120932.

GERMAIN'S, INC. ©

Mardi Gras snapdragon. Flower seeds. Label. © 29Aug56; KK119320.

Parade marigold. Flower seeds. Label. © 29Aug56; KK119321.

GIDDINGS & LEWIS MACHINE TOOL CO.

Tap-Saver. New Davis automatic torque control Tapping Head. Bulletin no.DB-160. Folder. © Davis Boring Tool Division, Giddings & Lewis Machine Tool Co.; 1May56; KK121792.

GIFFEN INDUSTRIES, INC. ©

Giff-O-Lite, sun control devices. Label. © 20Dec56; KK121864.

GILDON PRODUCTS. ©

Board of education. Paddle. Label. Appl. author: Arthur S. Andrews. © 28Jun56; KK118014.

For the little deer with a little bear behind. Paddle. Label. Appl. author: Arthur S. Andrews. © 28Jun56; KK118016.

Naughty stick. Paddle. Label. Appl. author: Arthur S. Andrews. © 28Jun56; KK118015.

GILLETTE CO. ©

All new, Bobbi, pin curl permanent. Contents: 3 fl. oz. waving lotion; 55 plastic bobby pins; 6 neckline curlers; 16 end tissues. Label. © Gillette Co., Toni Co. Division; 21May56; KK120145.

And from this day forward, ever-lovin' Viv. Vivid pink lipstick. (In The Birmingham news, Apr. 18, 1956, p.40) © Gillette Co., Toni Co. Division; 18Apr56; KK121301.

GILLETTE CO. © Cont'd.

Baseball fans, get this book free. The vest-pocket encyclopedia of baseball. Super-speed razor. (In Detroit free press, Sept. 2, 1956, comic section) Appl. author: Maxon, Inc. © 2Sep56; KK121064.

Charm-Kurl Supreme. Tube home permanent. Contents: 2.5 fl. oz. waving creme; 72 end papers, comb. Label. © Gillette Co., Toni Co. Division; 7Jun56; KK120146.

Early Wynn shows you how to throw his famous knuckler. Super-speed razors. (In Army times (U.S. ed.) June 2, 1956, p.52) Appl. author: Maxon, Inc. © 2Jun56; KK121072.

Father's Day. How to bid for the business and get it. Super-speed razor. (In Chain store age (grocery executives ed.) May 1956, p.48-49) Appl. author: Maxon, Inc. © 30Apr56; KK121074.

The first permanent with homogenized waving cream. New creamy Prom ... (In This week, Mar. 3, 1956, p.31) © Gillette Co., Toni Co. Division; 3Mar56; KK120140.

The first permanent with homogenized waving cream. New creamy Prom ... Watch her wave behave. [Pink boxes] (In This week, May 6, 1956, p.32) © Gillette Co., Toni Co. Division; 6May56; KK120141.

How to double and redouble your Gillette super-speed razor and blade sales. 50,000,000 men ... (In Progressive grocer, Aug. 1956, p.34-35) Appl. author: Maxon, Inc. © 1Aug56; KK121070.

How to double and redouble your Gillette super-speed razor and blade sales. 40,000,000 women ... (In Chain store age (grocery executives ed.) Aug. 1956, p.8) Appl. author: Maxon, Inc. © 30Jul56; KK121075.

It takes Viv to give you color like this. Lipstick. (In The Atlanta journal & constitution magazine, Nov. 20, 1955, p.4) © Gillette Co., Toni Co., Division; 20Nov55; KK120142.

It's profit, all profit. Razors, blades, gift sets. (In Retail tobacconists, Sept. 1, 1956, p.15) Appl. author: Maxon, Inc. © 1Sep56; KK121068.

It's profit, all profit. Razors, blades, gift sets. (In Variety store merchandiser, Sept. 1956, p.68) Appl. author: Maxon, Inc. © 1Sep56; KK121071.

Jackie Jensen shows you how to hook slide. Super-speed razors. (In Sporting news, Aug. 22, 1956, p.42) Appl. author: Maxon, Inc. © 17Aug56; KK121069.

The joy of Casual curls, so soft, so carefree, so very, very easy. Home permanent. (In Charm, Apr. 1956, p.171) © Gillette Co., Toni Co. Division; 22Mar56; KK120138.

Mind the Easter bunny and be an Easter honey. Tonette children's home permanent. (In The Comic weekly, Chicago Sunday American) © Gillette Co., Toni Co. Division; 18Mar56; KK120147.

Need a mid-winter lift? Just lift this page and look in the magic Red Mirror. Viv, Deep Magic, White Rain, Toni. Shampoo, home permanent, lipstick & cleansing lotion. (In Life, Feb. 20, 1956, p.19-23) © Gillette Co., Toni Co. Division; 16Feb56; KK120136.

New, different, complexion magic cleans deep, deep down where beauty begins. New Deep Magic, facial cleansing lotion, by Toni. (In True story, Feb. 1956, p.22) © Gillette Co., Toni Co. Division; 10Jan56; KK120139.

New 24-hour lipstick, Soft Touch, gives you the fresh look that lasts all day. (In The Milwaukee journal, Nov. 2, 1955, pt.4, p.24) © Gillette Co., Toni Co. Division; 2Nov55; KK120149.

New ventilated Spin curlers Sofstyle by Toni for all home permanents. Item 326. Label. © Gillette Co., Toni Co. Division; 24Sep56; KK121530.

Special for Father's Day. Excerpts from the greatest moments in sports. Super-speed razor. (In Detroit news, June 3, 1956, comic section) Appl. author: Maxon, Inc. © 3Jun56; KK121067.

This new golden richer shampoo makes your hair obey. Pamper. (In Charm, Apr. 1956, p.59) © Gillette Co., Toni Co. Division; 22Mar56; KK120137.

Viv, regular, creamy, non-smear type, lipstick, by Toni. 8303. Label. © Gillette Co., Toni Co. Division; 21May56; KK120143.

Viv Soft-Touch, new 24-hour type lipstick, by Toni. 8601. Label. © Gillette Co., Toni Co. Division; 1May56; KK120144.

White Rain, lotion shampoo, by Toni. 1 1/2 fl. oz. Label. © Gillette Co., Toni Co., Division; 7May56; KK120148.

World Series fans, get your encyclopedia of baseball. Super-speed razor. (In Detroit free press, Sept. 30, 1956, comic section) Appl. author: Maxon, Inc. © 30Sep56; KK121065.

World Series free deal to double and redouble your Gillette sales. Razor and blades. (In Post exchange, Aug. 1956, p.24) Appl. author: Maxon, Inc. © 1Aug56; KK121073.

World Series special. Buy a Gillette super-speed razor. (In The Detroit news, Sept. 16, 1956, comic section) Appl. author: Maxon, Inc. © 16Sep56; KK121066.

GIRARD TRUST CORN EXCHANGE BANK. ©

Announcing: The thrifty-fifty checkbook. (In The Philadelphia inquirer, Oct. 15, 1956, p.13) Appl. author: Allen Gray Sampson. © 15Oct56; KK120250.

GIRARD'S INC. ©

The Finishing Touch. Fresh garlic flavor concentrated in oil. Fl. 6 oz. Label. Appl. author: Rufus Rhoades. © 2Nov56; KK121816.

GITS MOLDING CORP. ©

America's most distinctive line, stir-sticks, in new original designs. Gits business getters. Sheet. Appl. author: Lloyd Wilbur Byrnes. © 21May56; KK118988.

GITSWARE CORP. ©

Gitsware therma-glasses. Plastic products. Folder. Appl. author: Lloyd Wilbur Byrnes. © 10Jul56; KK120044.

New Gitsware beverage decanter. No.A-1785. Half gallon. Sheet. Appl. author: Lloyd Wilbur Byrnes. © 22Mar56; KK118987.

New Gitsware Hi-Kool ice bucket, the perfect beverage cooler. No.176. Sheet. Appl. author: Lloyd Wilbur Byrnes. © 18May56; KK118986.

GLEASON CORP. ©

General rules in wheel design. Technical bulletin no.59.01. 4 p. Appl. author: Edward Wisnewsky. © 2Jul56; KK117955.

General rules in wheel design. Technical bulletin no.59.02. 4 p. Appl. author: Edward Wisnewsky. © 2Jul56; KK117956.

Gleason standard casters. Catalog no.412-A. Folder. Appl. author: John A. Pescheck. © 10Oct56; KK119916.

Learn about a new masonry materials handling method ... the Milwaukee truck Masons' Pals system. Brick pallets and hand trucks. Catalog no.449. Folder. Appl. author: John A. Pescheck. © Milwaukee Truck Co., div. of Gleason Corp.; 23Jul56; KK118301.

Milwaukee tubular steel hand trucks. Catalog no.453. Folder. Appl. author: John A. Pescheck. © Milwaukee Truck Co., a division of Gleason Corp.; 29Jun56; KK117957.

GLENMORE DISTILLERIES CO. ©

Choose their gifts right here. Old Kentucky Tavern. (In Sports illustrated, Dec. 3, 1956, p.4 of cover) Appl. author: John D. O'Connell. © 3Dec56; KK121687.

Col. Thompson always steers the same course. Old Kentucky Tavern. (In Time, Nov. 26, 1956, p.83) Appl. author: John D. O'Connell. © 21Nov56; KK121535.

Colonel Thompson always steers the same course. Old Kentucky Tavern. [Elderly man at helm of ship] (In Life, Nov. 12, 1956, p.100) Appl. author: John D. O'Connell. © 12Nov56; KK121566.

Col. Thompson believes in fresh air. [Gray-haired man with foot on tree] Old Kentucky Tavern straight bourbon whiskey. (In Cincinnati times star, Nov. 23, 1956, p.33) Appl. author: John D. O'Connell. © 23Nov56; KK121632.

Col. Thompson believes in fresh air. Kentucky Tavern bourbon whiskey. (In The Charleston gazette, Sept. 14, 1956, p.17) Appl. author: John D. O'Connell. © 14Sep56; KK119494.

Col. Thompson believes in fresh air. Old Kentucky Tavern straight bourbon whiskey. (In The Charleston gazette, Sept. 14, 1956, p.17) Appl. author: John D. O'Connell. © 14Sep56; KK119614.

Colonel Thompson believes in fresh air. We don't believe in aging our Old Kentucky Tavern in artificially-heated warehouses ... (In Sports illustrated, Oct. 1, 1956, p.4 of cover) Appl. author: John D. O'Connell. © 1Oct56; KK119854.

Col. Thompson believes in fresh air. We don't believe in aging our Old Kentucky Tavern in artificially-heated warehouses ... [Gray-haired man standing by tree] (In St. Louis post-dispatch, Nov. 29, 1956, p.4E) Appl. author: John D. O'Connell. © 29Nov56; KK121534.

Col. Thompson figures you'll understand. [Elderly man seated on rock] Old Kentucky Tavern straight bourbon whiskey. (In Charleston gazette, Nov. 9, 1956, p.42) Appl. author: John D. O'Connell. © 9Nov56; KK121633.

Col. Thompson figures you'll understand. Old Kentucky Tavern. (In Dallas morning news, Nov. 16, 1956, pt.1, p.28) Appl. author: John D. O'Connell. © 16Nov56; KK121533.

Col. Thompson knows the way. We've never lost sight of the only way ... Old Kentucky Tavern straight bourbon whiskey. (In The Dallas morning news, Oct. 5, 1956, p.17) Appl. author: John D. O'Connell. © 5Oct56; KK120000.

Col. Thompson likes to take his time. I like high speeds ... but not for making fine sour-mash bourbon. Old Kentucky Tavern. (In Fort Worth star-telegram, Sept. 21, 1956, p.18) Appl. author: John O'Connell. © 21Sep56; KK119631.

Col. Thompson likes to take his time. I like high speeds ... but not for making good 100 proof bonded bourbon. Old Kentucky Tavern. (In Cincinnati enquirer, Sept. 6, 1956, p.43) Appl. author: John O'Connell. © 6Sep56; KK119630.

Col. Thompson likes to take his time. Kentucky Tavern straight bourbon whiskey. (In St. Louis globe-democrat, Sept. 5, 1956, p.20) Appl. author: John O'Connell. © 5Sep56; KK119430.

Discover the light bourbon you can stay with. [Smiling man in checkered shirt holding glass] (In Florida times-union, Sept. 27, 1956, p.27) Appl. author: John D. O'Connell. © 27Sep56; KK119950.

Enjoy the light bourbon you can stay with. [Smiling man] (In The Atlanta constitution, Sept. 13, 1956, p.37) Appl. author: John D. O'Connell. © 13Sep56; KK119495.

Enjoy the light bourbon you can stay with. [Smiling man in plaid shirt holding glass] (In The Florida times-union, Sept. 6, 1956, p.31) Appl. author: John D. O'Connell. © 6Sep56; KK119496.

Here's the light bourbon you can stay with. [Man with camera & glass] (In The Florida times-union, Sept. 13, 1956, p.22) Appl. author: John D. O'Connell. © 13Sep56; KK119615.

Here's the light bourbon you can stay with. [Smiling man in plaid shirt; bottle] (In The Atlanta constitution, Sept. 6, 1956, p.14) Appl. author: John D. O'Connell. © 6Sep56; KK119830.

Try the light bourbon you can stay with. [Man with yard broom & glass] (In Jacksonville, Fla. times-union, Sept. 20, 1956, p.26) Appl. author: John O'Connell. © 20Sep56; KK119829.

GLIDDEN CO. ©

Color-true reproduction shown on paper processed with Glidden Alpha Protein. (In Paper trade journal, Feb. 13, 1956, p.35) Appl. author: Meldrum & Fewsmith, Inc. © 13Feb56; KK121516.

First edition, The Tasting Spoon, by Loris Troup. New guide to food seasoning. Durkee's spices and extracts. (In Life, Apr. 16, 1956, p.97) Appl. author: Meldrum & Fewsmith, Inc. © Durkee Famous Foods, division of The Glidden Co.; 12Apr56; KK121589.

Flavor secret, give summer foods the famous touch. Durkee's famous sauce. (In Life, May 21, 1956, p.165) Appl. author: Meldrum & Fewsmith, Inc. © Durkee Famous Foods, division of The Glidden Co.; 17May56; KK121588.

For backyard banquets, a sprinkle of flavor. Durkee's spices and seasonings. (In Life, July 23, 1956, p.58) Appl. author: Meldrum & Fewsmith, Inc. © Durkee Famous Foods, division of The Glidden Co.; 19Jul56; KK121587.

Free premium, easy-to-use coconut coloring kit. Durkee's coconut. (In Life, Mar. 19, 1956, p.107) Appl. author: Meldrum & Fewsmith, Inc. © Durkee Famous Foods, division of The Glidden Co.; 15Mar56; KK121591.

How the dragon-ship got into a flask. Chemicals. (In U. S. news & world report, Mar. 23, 1956, p.52) Appl. author: Meldrum & Fewsmith, Inc. © 19Mar56; KK118032.

How to get the extra protection and beauty ... Glidden Imperial house paint. Spred Glide-On. (In The Progressive farmer, Apr. 1956, p.92) Appl. author: Meldrum & Fewsmith, Inc. © 15Mar56; KK121518.

How 2 special paints give your home extra colorful protection at no more cost. (In The Saturday evening post, May 19, 1956, p.159) Appl. author: Meldrum & Fewsmith, Inc. © 15May56; KK118221.

New way to be sure of your colors, use the dramatone decorating system and Spred Satin. [Girl holding pan of paint] (In American home, Apr. 1956, p.134) Appl. author: Meldrum & Fewsmith, Inc. © 19Apr56; KK121517.

New way to be sure of your colors, use the dramatone decorating system and Spred Satin. [Girl with foot on ladder] (In The Saturday evening post, Apr. 14, 1956, p.176) Appl. author: Meldrum & Fewsmith, Inc. © 10Apr56; KK121519.

Special offer, 4 steak knives. Durkee's margarine. (In Life, Feb. 27, 1956, p.67) Appl. author: Meldrum & Fewsmith, Inc. © Durkee Famous Foods, division of The Glidden Co.; 23Feb56; KK121590.

Whichever you prefer, perfect dressings for summer salads. Durkee's mayonnaise and salad dressing. (In Life, June 18, 1956, p.81) Appl. author: Meldrum & Fewsmith, Inc. © Durkee Famous Foods, division of The Glidden Co.; 14Jun56; KK121586.

Who'd think so much was hidden in just a bean? Chemurgy. (In U. S. news & world report, Apr. 20, 1956, p.54) Appl. author: Meldrum & Fewsmith, Inc. © 16Apr56; KK121520.

GLOBE LIFE & ACCIDENT INSURANCE CO. ©

When a feller needs a friend. Folder. © 20Jun56; KK118753.

GLOBE VENETIAN BLIND CORP. ©

Kirsch metal slat traverse vertical blinds. Label. © 5Nov56; KK121266.

GOLDEEN'S, INC. ©

For America's finest brand name carpeting. What price quality? Mohawk Trendtex. (In San Jose mercury-news, June 24, 1956, p.20) Appl. author: Mary Chaney Hoffman. © 24Jun56; KK117906.

GOLDEN STATE MUTUAL LIFE INSURANCE CO. ©

Wait for the man with the golden pen. (In The Sun reporter, June 9, 1956) Appl. author: Elwood J. Robinson & Co. © 9Jun56; KK118423.

GOLDMAN, FREDERICK.

Phantom fortune-teller. Paper containing invisible ink. Card. © Frederick W. Goldman; 5Jun56; KK118967.

GOODMAN, L. F. ©

Postal Finance Company of Nebraska. You can borrow $100 to $600 entirely by mail. Sheet. © 31Jul56; KK118717.

GOODRICH (B. F.) CO. ©

Agatine, a revolutionary floor tile you can sell on looks, on quiet and comfort, on extra ease of cleaning. (In Flooring, May 1956, p.55) Appl. author: McCann Erickson, Inc. © 1May56; KK118082.

Agatine, an easy-to-care-for tile that offers limitless possibilities in modern room design. (In Interior design, June 1956, p.47) Appl. author: McCann Erickson, Inc. © 1Jun56; KK118081.

Beautiful floors that clean in half the time have twice the sales appeal. Koroseal floor tile. (In Building supply news, Sept. 1956, p.73) Appl. author: McCann Erickson, Inc. © 1Sep56; KK120934.

The dramatic new floor tile that earns its place in the world's easiest-to-clean room. Agatine. (In New homes guide, 36th ed., p.165) Appl. author: McCann Erickson, Inc. © 15Apr56; KK120944.

The dramatic, new floor tile that reflects the beauty and convenience of today's most advanced kitchens. Agatine. (In Interior design, May 1956, p.65) Appl. author: McCann Erickson, Inc. © 15May56; KK120946.

The dramatic new tile that earns its place in the world's smartest settings. Agatine. (In The Saturday evening post, May 26, 1956, p.106) Appl. author: McCann Erickson, Inc. © 26May56; KK120943.

I have the one rubber tile that cleans as easily as a china plate. Rubber tile. (In Better homes & gardens, Oct. 1, 1956, p.293) Appl. author: McCann Erickson, Inc. © 1Oct56; KK120936.

I've improved my home with the one rubber tile that cleans as easily as a china plate, B. F. Goodrich rubber floor tile. (In The Saturday evening post, Sept. 29, 1956, p.125) Appl. author: McCann Erickson, Inc. © 29Sep56; KK120935.

Koroseal floor tile cleans in half the time, makes light, bright kitchens practical. (In Interior design, Aug. 1956, p.17) Appl. author: McCann Erickson, Inc. © 1Aug56; KK120938.

Koroseal floor tile cuts cleaning time and cost, stays beautiful without polishing. (In Architectural record, Aug. 1956, p.49) Appl. author: McCann Erickson, Inc. © 1Aug56; KK120937.

The one rubber floor tile that cleans like a plate. Rubber floor tile. (In Architectural record, Sept. 1956, p.39) Appl. author: McCann Erickson, Inc. © 1Sep56; KK120940.

A radically new floor tile that's handsome to look at, quiet under foot and amazingly easy to clean. Agatine. (In Institutions, June

GOODRICH (B. F.) CO. © Cont'd.

1956, p.22) Appl. author: McCann Erickson, Inc. © 1Jun56; KK120949.

A radically new floor tile that's handsome to look at, quiet under foot and amazingly easy to clean. Agatine. (In Architectural record, May 1956, p.331) Appl. author: McCann Erickson, Inc. © 1May56; KK120945.

A revolutionary floor tile with all the features that today's home buyers demand. Agatine. (In House & home, June 1, 1956, p.26) Appl. author: McCann Erickson, Inc. © 1Jun56; KK120947.

Rich, muted colors and a wonderful surface that cleans like a plate. Rubber floor tile. (In Interior design, Sept. 1956, p.19) Appl. author: McCann Erickson, Inc. © 1Sep56; KK120941.

Sell home buyers on the famous name floor that cleans in half the time. Koroseal floor tile. (In House & home, Aug. 1, 1956, p.15) Appl. author: McCann Erickson, Inc. © 1Aug56; KK120939.

Sell home buyers on the one rubber tile that cleans like a plate. Rubber floor tile. (In House & home, Nov. 1, 1956) Appl. author: McCann Erickson, Inc. © 1Nov56; KK121537.

Touch test sells customers the one rubber tile that cleans like a plate. Rubber floor tile. (In Flooring, Sept. 1956, p.7) Appl. author: McCann Erickson, Inc. © 1Sep56; KK120948.

A wonder-working Koroseal floor saves half your cleaning time. Koroseal floor tile. (In The Saturday evening post, May 5, 1956, p.79) Appl. author: McCann Erickson, Inc. © 5May56; KK120942.

GOODRICH (G. A.) CO.

Good-N-Rich cheese dip, Whip 'N Dip; cheese 'n garlic flavor. Net wt. 1 1/2 oz. Label. Appl. author: The Dobeckmun Co. © Mother Hubbard Products Co. d.b.a. G. A. Goodrich Co.; 4Sep56; KK119977.

GORMAN CO. ©

A home-to-be turned inside out for all to see. Sterling silverware. (In Harper's bazaar, Nov. 1955, p.53) Appl. author: Donahue & Coe, Inc. © 1Nov55; KK118626.

GOSS (J. W.) CO. ©

Information and instructions. Mirror hangers. Sheet. Appl. author: James Wilson Goss. © 1Jan56; KK117927.

GOTTLIEB (HARRY) INC. ©

Sour cream. 1/2 pint liquid & 1 pint liquid. Label. © 1Jul56; KK119079.

GOULD-NATIONAL BATTERIES, INC. ©

Get off to a good start, specify Gould batteries. America's finest, Gould Kathanode batteries for air conditioning and car lighting. Ad no.116-CL. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 260ct56; KK120668.

Get off to a good start, specify Gould batteries. America's finest, Gould Kathanode batteries for diesel starting. Ad no.116-D. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 260ct56; KK120671.

Get off to a good start, specify Gould batteries. America's finest, Gould Plante, the aristocrat of stationary batteries. Ad no.116-S. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 260ct56; KK120669.

Get off to a good start, specify Gould batteries. Gould industrial truck battery, America's finest. Ad no.116-T. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 260ct56; KK120670.

Gould Rite-Hite cell filler. Sheet. © 30Jun56; KK118065.

Here's a hot one. America's finest, Gould industrial truck batteries. Ad no.76-T. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 28Jun56; KK117922.

Here's a hot one. America's finest, Gould Kathanode batteries for air conditioning and car lighting. Ad no.76-CL. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 28Jun56; KK117921.

Here's a hot one. America's finest, Gould Plante, the aristocrat of stationary batteries. Ad no.76-S. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 20Jun56; KK117923.

Leap, but not before you look. Industrial truck battery. Ad no.126-T. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 21Nov56; KK121436.

Leap, but not before you look. Kathanode batteries for air conditioning and car lighting. Ad no.126-CL. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 21Nov56; KK121435.

Leap, but not before you look. Kathanode batteries for diesel starting. Ad no.126-D. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 21Nov56; KK121433.

Leap, but not before you look. Plante, the aristocrat of stationary batteries. Ad no.126-S. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 21Nov56; KK121434.

Once upon a time, there were three batteries ... America's finest, Gould industrial truck batteries. Ad no.106-T. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 12Sep56; KK119463.

Once upon a time, there were three batteries ... America's finest, Gould Kathanode batteries for Diesel starting. Ad no.106-D. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 12Sep56; KK119464.

Once upon a time, there were three batteries ... America's finest, Gould Plante, the aristocrat of stationary batteries. Ad no.106-S. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 12Sep56; KK119462.

There's nothing platonic about my love for Gould batteries. America's finest, Gould industrial truck batteries. Ad no.96-T. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 5Aug56; KK119461.

There's nothing platonic about my love for Gould batteries. America's finest, Gould Kathanode batteries for air conditioning and car lighting. Ad no.96-CL. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 5Aug56; KK119460.

There's nothing platonic about my love for Gould batteries. America's finest, Gould Plante, the aristocrat of stationary batteries. Ad no.96-S. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 5Aug56; KK119459.

They made me a V.P. for specifying Gould research-built battery power. America's finest, Gould industrial truck batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 1Aug56; KK118733.

They made me a V.P. for specifying Gould research-built battery power. America's finest, Gould Kathanode batteries for Diesel starting. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 1Aug56; KK118734.

They made me a V.P. for specifying Gould research-built battery power. America's finest, Gould Plante, the aristocrat of stationary batteries. Sheet. Appl. author: Hutchins Advertising Co., Inc. © 21Jul56; KK118735.

GRABOSKY BROS., INC. ©

Amerada. Pack of 5. Perfecto cigars. Slanting display. © 9May56; KK119303.

GRAIN PROCESSING CORP. ©

A continuous supply, Solulac. 70% corn distillers solubles; 30% corn distillers grains. Animal feeds. (In Feedstuffs, Oct. 20, 1956, p.12) Appl. author: Jim Condon. © 200ct56; KK120667.

GRAND AWARD RECORD CORP. ©

Paul Whiteman, 50th anniversary. Grand Award 33-901. Label. © 13Nov56; KK121054.

World's greatest music: After hours, produced by George T. Simon. World's greatest art: Jazz mood, by Arthur Shilstone. GA33-334. Label. © 10Aug56; KK118864.

World's greatest music: America's no.1 honky tonk piano man Knuckles O'Toole goes south of the border. World's greatest art: Senor O'Toole, by David Stone. GA33-342. Label. © 10Aug56; KK118867.

World's greatest music: Beethoven concerto no.5 (Emperor) in E flat, opus 73, performed by Lev Oborin. World's greatest art: Don Manuel Osorio, by Goya. G.A.33-346. Label. © 180ct56; KK120254.

World's greatest music: Bob Eberly sings tender love songs. World's greatest art: Bob Eberly, by Arthur Shilstone. GA33-341. Label. © 7Sep56; KK119884.

World's greatest music: Cafe, romantic piano moods. World's greatest art: Bistro, by Jose de Zamora. G.A.33-339. Label. © 4Dec56; KK121528.

World's greatest music: Christmas comes to our house. World's greatest art: Christmas morning, by Arthur Shilstone. G.A.33-348. Label. © 180ct56; KK120252.

World's greatest music: Honky-tonk piano, Knuckles O'Toole. World's greatest art: Closing time, by Tracy Sugarman. GA33-324. Label. © 17Aug56; KK119007.

World's greatest music: Honky tonk ragtime piano, by Knuckles O'Toole and orchestra. World's greatest art: Honky Tonk, by Tracy Sugarman. GA33-314. Label. © 17Aug56; KK119006.

World's greatest music: Knuckles O'Toole goes to Paris. World's greatest art: Monsieur O'Toole, le Grand, by Tracy Sugarman. GA33-337. Label. © 7Sep56; KK119886.

World's greatest music: La vie de Paris, recorded in Paris by the Orchestra de l'Association des Concerts Lamoureux. World's greatest art: The life of the gay Parisiennes, painted in Paris by Jose de Zamora. GA33-401. Label. © 10Aug56; KK118866.

World's greatest music: Paris music hall, recorded in Paris. World's greatest art: Music hall, painted in Paris by Jose de Zamora. GA33-336. Label. © 10Aug56; KK118865.

World's greatest music: Pops for tots. World's greatest art: Playtime, by Norman Graber. G.A.33-349. Label. © 18Oct56; KK120253.

World's greatest music: Rachmaninoff concerto no.2 in "C" minor, opus 18. World's greatest art: Landscape with viaduct, by Paul Cezanne. G.A.33-347. Label. © 18Oct56; KK120251.

World's greatest music: Rock n' roll. World's greatest art: Cool crocodile, by Don Miller. GA33-343. Label. © 7Sep56; KK119887.

World's greatest music: Solid gold horn, Charles Margulis. World's greatest art: Solid gold horn, by Tracy Sugarman. G.A.33-344. Label. © 4Dec56; KK121529.

World's greatest music: The roaring 20's, v.2. World's greatest art: Razz-ma-tazz, by David Stone. GA33-340. Label. © 7Sep56; KK119885.

World's greatest music: The swingin' 30's. World's greatest art: Swing, by Tracy Sugarman. GA33-333. Label. © 7Sep56; KK119888.

GRAND DUCHESS STEAKS, INC. ©
Big demand from Akron housewives skyrockets sales of new breaded, flaked steaks. (In Akron beacon journal, Aug. 16, 1956, p.33) © 16Aug56; KK119417.

GRANPA STEIN, INC. ©
See the U. S. A. on scenic place mats. Label. Appl. author: Jack Stein. © 30Jun56; KK119698.

With scenic place mats, your product will reach every home in the U. S. A. Label. Appl. author: Jack Stein. © 1Aug56; KK119877.

GRAY, EDWARD A., FLOYD L. GRAY & GORDON H. GRAY, a copartnership d.b.a. SNONUTS CO. SEE Snonuts Co.

GRAY, FLOYD L., GORDON H. GRAY & EDWARD A. GRAY, a copartnership d.b.a. SNONUTS CO. SEE Snonuts Co.

GRAY, GORDON H., FLOYD L. GRAY & EDWARD A. GRAY, a copartnership d.b.a. SNONUTS CO. SEE Snonuts Co.

GREAT WESTERN SUGAR CO. ©
The secret of good taste. Great Western MSG 99 + o/o pure mono sodium glutamate crystals. Net weight 100 lbs. Label. © 16Jul56; KK118312.

Ta-Hsi Great Western MSG crystals. 99 + % pure mono sodium glutamate. Net weight 10 lbs. Label. © 26Sep56; KK120443.

GREEN GIANT CO. ©
April Showers brand gourmet seasoned very young early peas. Contents 1 lb. 1 oz. Label. Appl. author: Ward H. Patton. NM: chef design with umbrella. © 3Sep56; KK121189.

Blue and Gold brand, medium small, early peas, very young. Contents 1 lb. 1 oz. Label. Appl. author: Ward H. Patton. © 21Jun56; KK119446.

Discover white gold and get 50¢. Le Sueur brand white shoe peg corn. (In Oklahoma city times, Jan. 12, 1956, p.19) Appl. author: Leo Burnett Co., Inc. © 12Jan56; KK118794.

Dr. of Psychiatry. What's the use of being a pea if you can't grow up to be a Green Giant? 8-oz. can. (In The New Yorker, Jan. 28, 1956, p.47) Appl. author: Leo Burnett Co., Inc. © 26Jan56; KK118656.

4 new skillet suppers made with new process Niblets corn and canned soups. Special offer. New Royal DRU-iron skillet imported from Holland, $3.25. (In Life, Jan. 30, 1956, p.80-81) Appl. author: Leo Burnett Co., Inc. © 26Jan56; KK118657.

Fresh new idea on the fire, Niblets brand, the quick cooked corn. And for a fiesta touch, Niblets Mexicorn, corn with sweet red and green peppers. (In Life, May 28, 1956, p.44-45) Appl. author: Leo Burnett Co., Inc. © 24May56; KK118658.

Garden Patch brand, golden sweet, cream style, corn. Contents 1 lb. 1 oz. Label. Appl. author: Ward H. Patton. © 15Aug56; KK119445.

Garden Patch brand, golden sweet, whole kernel, corn. Contents 12 oz. avoir. Label. Appl. author: Ward H. Patton. © 10Aug56; KK119444.

Garden Patch brand, very young, sweet peas. Contents 8 1/2 oz. avoir. Label. Appl. author: Ward H. Patton. © 3Jul56; KK119447.

Green Giant brand golden Del Maiz sweet corn, cream style. Contents 1 lb. 1 oz. Label. Appl. author: Ward H. Patton. © 14May56; KK119443.

Green Giant brand, great big, tender, sweet peas. Prepared in the fleeting moment of perfect flavor. Contents 6 lbs. 10 oz. Label. Appl. author: Ward H. Patton. © 15Jul56; KK119448.

Kounty Kist brand sweet peas. Contents 1 lb. 1 oz. Label. Appl. author: Ward H. Patton. © 20Jul56; KK119449.

Legion etrangere enrolez ici. What's the use of being a pea if you can't grow up to be a Green Giant? (In The New Yorker, Mar. 24, 1956, p.109) Appl. author: Leo Burnett Co., Inc. © 22Mar56; KK118661.

Moon or bust. What's the use of being a pea if you can't grow up to be a Green Giant? 8-oz. can. (In The New Yorker, Apr. 28, 1956, p.125) Appl. author: Leo Burnett Co., Inc. © 26Apr56; KK118659.

Niblets brand fresh corn, vacuum packed, now quick cooked. Contents 4 lbs. 11 ozs. Label. Appl. author: Ward H. Patton. © 7Aug56; KK119450.

Niblets brand fresh corn, vacuum packed, now quick cooked. Contents 7 ounces avoir. Label. Appl. author: Ward H. Patton. © 25May56; KK119451.

Now, corn that tastes this good right off your pantry shelf. New fresh-flavor process Niblets brand corn. [Man eating corn on cob] (In Chicago tribune, Mar. 22, 1956, p.24, pt.4) Appl. author: Leo Burnett Co., Inc. © 22Mar56; KK118662.

Now, corn that tastes this good right off your pantry shelf. The secret, the Green Giant quick-cooks Niblets brand corn ... [Fork lifting corn on cob from saucepan] (In The Saturday evening post, Mar. 17, 1956, p.2) Appl. author: Leo Burnett Co., Inc. © 13Mar56; KK118663.

Quick, elegant skillet suppers. You make 'em with Niblets corn and canned soups. Delicious complete meals in 10 minutes, or less. (In This week magazine, Feb. 5, 1956, p.28) Appl. author: Leo Burnett Co., Inc. © 5Feb56; KK118666.

Real country flavor comes to town, and keeps your eatin' budget down. Kounty Kist brand whole kernel golden corn. (In The Wichita eagle, Feb. 23, 1956, p.1C) Appl. author: Leo Burnett Co. © 23Feb56; KK118665.

Ships stay away. What's the use of being a pea if you can't grow up to be a Green Giant? 8-oz. can. (In The New Yorker, Feb. 25, 1956, p.119) Appl. author: Leo Burnett Co., Inc. © 23Feb56; KK118664.

Sweetest green, brightest gold. You'll know 'em when you see 'em by the Green Giant on the label. The peas with the Green Giant flavor. Niblets brand fresh corn off the cob. (In Life, Apr. 9, 1956, p.156-157) Appl. author: Leo Burnett Co., Inc. © 5Apr56; KK118660.

GREENBERG, ELBERT E. ©
Handi-Brackets. Hardware. Display card. © 5Jun56; KK120043.

GREENE (JEROME G.) & CO. ©
Lumaposts; a new concept in modern functional design for do-it-yourself furniture. Instructions. Folder. Appl. authors: Jerome G. Greene & Charles Kaltenbach. © 26Mar56; KK117789.

GREENECON INDUSTRIES, INC. ©
Kol-Sope, a cold water washing preparation exclusively for cashmere woolen sweaters and all synthetic fabrics. 1 pound net. Label. Appl. author: Ira M. Sacks. © 17Jul56; KK118268.

GREENWOOD, BURTON H. t.a. BURTONITE CO. SEE Burtonite Co.

GREIST MANUFACTURING CO. ©
Greist precision carbide scriber, Micro-Scriber, for faster die layout scoring, engraving, marking. Label. © 2Nov56; KK120781.

GREY (MARY) HOSIERY MILLS. ©
Here's a fresh note from the tropics. Coconut Chip in Mary Grey nylons. (In Vogue, Mar. 1, 1955, p.48) Appl. author: Thomas W. Bradley, Jr. © 1Mar55; KK120713.

GRIFFIN, KEN.
Doodle page of the month. Page 2, series 7. SEE Craftool Co.

GRIFFIN, LYLE d.b.a. HIP RECORDS. SEE Hip Records.

GRODINS.
Start your vacation at Grodins with the freshest and the brightest assortment of vacation clothes

GRODINS. © Cont'd.

anywhere. Men's clothing. (In Oakland tribune, July 8, 1956, p.60-A) © Grodins of California d.b.a. Grodins; 8Jul56; KK118585.

GRODINS OF CALIFORNIA d.b.a. GRODINS. SEE Grodins.

GROLIER SOCIETY, INC. ©

How many can you answer? The Book of Knowledge. (In Parent's magazine, Sept. 4, 1956, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 25Aug56; KK119205.

How many can you answer? The Book of Knowledge, the children's encyclopedia. (In Life, Oct. 22, 1956, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 18Oct56; KK121692.

What are you going to be when you grow up? Books. Folder. © 15Sep56; KK120355.

Why doesn't my face need clothes? The Book of Knowledge, the children's encyclopedia. (In Parents' magazine, Oct. 1, 1956, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 25Sep56; KK120217.

Will your gift last a day or a lifetime? The Book of Knowledge, the children's encyclopedia. (In Parent's magazine, Nov. 1, 1956, p.33) Appl. author: Doyle Dane Bernbach, Inc. © 25Oct56; KK121684.

GROSSINGER DIVISION, GENERAL BAKING CO. SEE General Baking Co.

GROVE FURNACE.

An old flame of mine. (In Garden Grove news, Garden Grove, Calif., Jan. 8, 1956, p.3) © Glenn Newell Woolley d.b.a. Grove Furnace; 8Jan56; KK114190. (See also Woolley, G. N.; 8Jan56; KK120093)

GULF PAPER CO., INC. ©

Brookshire's ice cream. Strawberry wave, low calories, ice milk. Two color design no.113. Contents one pint liquid. Label. Appl. author: T. L. Lang, Jr. © 5Jun56; KK119685.

GUSTIN, NELSON D. ©

Falcon. Boats. Label. © 1Jan56; KK120094.

H

HALL (COLIN) CLOTHES, LTD. SEE Colin Hall Clothes, Ltd.

HALL, DONALD MINOR, sole owner, COMMERCIAL PRESS. SEE Commercial Press.

HALL (ROBERT) CLOTHES, INC. ©

Robert Hall multi-million dollar expansion celebration. Wearing apparel. (In Life, Sept. 12, 1955, p.12-13) © 12Sep55; KK117997.

This fall, more than ever before, Robert Hall proves that low overhead means lower prices. (In Life, Oct. 8, 1956, p.156-157) © Robert Hall Clothes a.k.a. Robert Hall Clothes, Inc.; 3Oct56; KK121243.

HALLMARK CARDS, INC. ©

Hallmark date book; 1957. Appl. author: Joe Kipp. © 26Mar56; KK120532.

HAMILTON.

There is only one automatic clothes dryer backed by eighteen years' clothes drying experience. (In The Saturday evening post, Oct. 20, 1956, p.139) Appl. author: R. V. O'Brien, Jr. © Hamilton Manufacturing Co., d.b.a. Hamilton; 16Oct56; KK120648.

HAMILTON MANUFACTURING CORP. ©

Cosco Fashionfold card tables and chairs. Catalog June 1, 1956, May 31, 1957. Folder. © 21Jun56; KK117999.

Cosco Fashionfold card tables and chairs. Folder. © 11Jun56; KK117998.

HAMMOND ORGAN CO. ©

Expect a small miracle when you play a Hammond organ. (In The Saturday evening post, Oct. 13, 1956, p.97) Appl. author: Young & Rubicam, Inc. © 10Oct56; KK121046.

Few products in American business offer dealers price structure as firm as the Hammond organ. (In Piano trade magazine, Nov. 1956, cover) Appl. author: Young & Rubicam, Inc. © 1Nov56; KK121804.

Few products in American business offer dealers the solid dollar profits offered by Hammond organs, music's most valuable franchise. (In Piano trade magazine, Aug. 1956, cover) Appl. author: Young & Rubicam, Inc. © 1Aug56; KK119395.

Give yourselves a Hammond organ and make your family Christmas last a lifetime. (In Better homes & gardens, Nov. 1956, p.209) Appl. author: Young & Rubicam, Inc. © 18Oct56; KK121805.

Hammond invests more in national advertising than the entire keyboard industry combined. (In Piano trade magazine, June 1956, cover) Appl. author: Young & Rubicam, Inc. © 1Jun56; KK118022.

Hammond's dealer margins are a known quantity, stabilized by a firm, equitable marketing policy. (In Piano trade magazine, Sept. 1956, cover) Appl. author: Young & Rubicam, Inc. © 1Sep56; KK120415.

How to decide on a new church organ. (In Newsweek, Sept. 10, 1956, p.13) Appl. author: Young & Rubicam, Inc. © 6Sep56; KK120414.

I love, love, love our Hammond chord organ and I played my first piece in half an hour. (In Life, Oct. 1, 1956, p.135) Appl. author: Young & Rubicam, Inc. © 27Sep56; KK120405.

Lawrence Welk says: a professional instrument that anyone can play without lessons. Hammond chord organ. (In Coronet, Nov. 1956, p.11) Appl. author: Young & Rubicam, Inc. © 25Oct56; KK121801.

Price stability is a mark of public acceptance and dealer profit. (In Piano trade magazine, Oct. 1956, cover) Appl. author: Young & Rubicam, Inc. © 1Oct56; KK121045.

Put new spirit all through your school with a Hammond organ. (In Extension, Sept. 1956, p.27) Appl. author: Young & Rubicam, Inc. © 25Aug56; KK119394.

This is the man who bought a Hammond for his daughter. (In Better homes & gardens, Sept. 1956, p.157) Appl. author: Young & Rubicam, Inc. © 21Aug56; KK120413.

This year give them a Hammond chord organ and have a family-ful of fun. (In Life, Dec. 3, 1956, p.151) Appl. author: Young & Rubicam, Inc. © 29Nov56; KK121802.

Try a little of your own favorite prescription. (In Journal of the American Medical Association, Aug. 18, 1956, p.54) Appl. author: Young & Rubicam, Inc. © 15Aug56; KK119393.

What do we mean by any comparable instrument? (In American Guild of Organists, June 27, 1956) Appl. author: Young & Rubicam, Inc. © 27Jun56; KK118024.

What, exactly, is true church tone? (In Extension, July 1956, p.33) Appl. author: Young & Rubicam, Inc. © 10Jun56; KK118023.

What is important in choosing a new organ? (In Newsweek, Nov. 5, 1956, p.109) Appl. author: Young & Rubicam, Inc. © 1Nov56; KK121803.

You can't believe it, so you try it. You're convinced in half an hour, you can play the versatile Hammond chord organ. (In Coronet, Sept. 1956, p.13) Appl. author: Young & Rubicam, Inc. © 23Aug56; KK120404.

HAMPTON HOUSE, DIVISION OF SOL CAFE MANUFACTURING CORP. SEE Sol Cafe Manufacturing Corp.

HANNAY (CLIFFORD B.) & SON, INC. ©

Hallmark of quality; Hannay, greatest name in hose reels. Sheet. © 1Nov56; KK121877.

The Hannay explosion-proof switch. Hose reels. Sheet. © 26Nov56; KK121878.

Installation instructions for Hannay hose reels explosion-proof electric motor rewind ... Sheet. © 1Jun56; KK117813.

Installation instructions for Hannay hose reels with compressed air motor rewind. Sheet. © 1Jun56; KK117814.

Installation instructions for Hannay hose reels with Hannay explosion-proof switch and vapor-proof junction box. Sheet. © 7Nov56; KK121190.

Installation instructions for Hannay hose reels with hydraulic motor rewind. Sheet. © 29Oct56; KK120769.

HANOVIA CHEMICAL & MANUFACTURING CO. ©

Look and feel in the pink all year round. Hanovia model 55, ultra-violet health lamp. Folder. Appl. author: William D. Cayton. © 23Jul56; KK120968.

HANSEN BAKING CO., INC. ©

I love Hansen Sunbeam potato bread. Min. wt. 22 1/2 oz. Two potatoes. Label. © 15May56; KK120120.

HARAL CORP. ©

Haral Engine Care. 18 fluid ounces. Petroleum concentrate. Label. Appl. author: Harold H. Wigen. © 1Dec56; KK121850.

HARDING, JOHN W. d.b.a. HARDING INDUSTRIES. SEE Harding Industries.

HARDING INDUSTRIES.

Concentrate, amazing auto polish made from pure silicone metal. Contents 16 U. S. fluid ounces. Label. © John W. Harding d.b.a. Harding Industries; 7May56; KK118793.

HARLEE MANUFACTURING CO. ©
The only place to get these Tastee-Freez treats. Wholesome hospitality coast-to-coast and 'round the world. Food products. (In Life, May 28, 1956, p.68) © 24May56; KK118227.

Stop at the sign of Tastee-Freez wholesome hospitality. Hurry, enter this big, exciting Presidential coloring contest. Food products. (In Life, June 25, 1956, p.120) © 21Jun56; KK118228.

Stop at the sign of Tastee-Freez wholesome hospitality. Special of the month, Swing-Tassel clown shaker. Food products. (In Life, July 23, 1956, p.16) Appl. author: Russel M. Seeds Co., Inc. © 19Jul56; KK119033.

Stop at the sign of Tastee-Freez wholesome hospitality. Treat yourself to doubly delicious Tastee-Freez with your favorite fruits, flavors and fixin's. Food products. (In Life, Aug. 20, 1956, p.93) Appl. author: Russel M. Seeds Co., Inc. © 16Aug56; KK119034.

Stop at the sign of wholesome hospitality, Tastee-Freez. Start your gift collection ... Personality dolls. Ice cream product. (In Life, Sept. 17, 1956, p.81) © 13Sep56; KK119611.

HARRIS, EDWIN F. & WILLIAM B. WOODS d.b.a. E-Z DECORATIVE BRICK CO. SEE E-Z Decorative Brick Co.

HARTLAND PLASTICS, INC. ©
Blessed Virgin auto statue; luminous. Display card. © 20Aug56; KK120426.

Infant of Prague auto statue; luminous. Display card. © 20Aug56; KK120427.

Sacred Heart auto statue; luminous. Display card. © 20Aug56; KK120425.

HARTSELL, HAROLD E. ©
Miracle eyeglasses, showcase, windshield cleaner. 6 fl. oz. Label. © 15Jul55; KK121457.

Miracle watch and instrument cleaning solution formula B-1. Sparkling Green. Label. © 15Jul55; KK121458.

Miracle watch and instrument rinsing solution formula A-2. Sparkling Clear. Label. © 15Jul55; KK121453.

Miracle watch and instrument rinsing solution formula A-3. Sparkling Gold. Label. © 15Jul55; KK121456.

Miracle watch hairspring cleaning solution formula A-4. 2 fl. oz. Label. © 15Jul55; KK121454.

HARVEY.
Jones' Ice Cream, West Hyattsville, Md.; place mat. © Kalamazoo Vegetable Parchment Co., Harvey Paper Division t.a. Harvey; 21Sep56; KK120542.

HASSAPELIS, JOHN d.b.a. HASSY WHIP-IT CO. SEE Hassy Whip-It Co.

HASSY WHIP-IT CO.
Boys and girls, adults too. Hassy whip-it. The new top sensation. Poster. © John Hassapelis d.b.a. Hassy Whip-It Co.; 18Oct56; KK120516.

HATFIELD, CLIFFORD O. d.b.a. VEGETRATES CO. SEE Vegetrates Co.

HAWAIIAN PINEAPPLE CO.
Dole Hawaiian pineapple, sliced in extra heavy syrup. Contents 1 lb. 4 1/2 oz. Label. © Hawaiian Pineapple Co., Ltd.; 19Sep56; KK120113.

HAWKINS, LUTY. ©
Hawkins Wa-Xtra brand, 12 extra fine, eggs. Label. © 14Sep56; KK119828.

HAYDON (A. W.) CO. ©
Basic elapsed time indicators 7500, 12500, 24200 series. Bulletin A. W. H. ET600. July 1956. Sheet. © 1Jul56; KK119659.

Basic time delay relays 6400, 11400, 24300 series. Bulletin A. W. H. TD403. Sheet. © 1Jul56; KK119662.

Flush mounting type dial adjustable time delay relays 6400, 11400, 24300 series. Bulletin A. W. H. TD405. July 1956. Sheet. © 1Jul56; KK119660.

400 cycle A. C. stop clocks, K15200 series. Bulletin A. W. H. ET 701. May 1956. Sheet. © 1Jun56; KK117778.

Surface mounting type dial adjustable time delay relays 6400, 11400, 24300 series. Bulletin A. W. H. TD404. Sheet. © 1Jul56; KK119661.

HEATH (L. S.) & SONS, INC. ©
Almond toffee chips. Net wt. 5 oz. Label. Appl. author: Bayard E. Heath. © 1Oct56; KK121351.

Double dip almond toffee chips. Net weight one pound. Label. Appl. author: Bayard E. Heath. © 1Oct56; KK121352.

HEILEMAN (G.) BREWING CO. ©
Aged longer is this beer. Little professor. Heileman's Old Style lager. (In The Fargo forum, Fargo, N. D., June 27, 1956, p.12) Appl. author: Earle Ludgin & Co. © 27Jun56; KK117951.

Aged longer than any other beer. Tastes better because it's aged longer than any other beer. ⊏Man wearing checked sport shirt pouring Heileman's Old Style lager into mug⊐ (In The Eau Claire leader, Eau Claire, Wis., May 23, 1956, p.16) Appl. author: Earle Ludgin & Co. © 23May56; KK117950.

Ageing cellar no.9. Shhhh, Heileman's beer ageing here, slowly, naturally. Old Style lager. (In The Fargo forum, morning ed., Aug. 29, 1956, p.12) Appl. author: Earle Ludgin & Co. © 29Aug56; KK119402.

8 full ounces, not just 7. Here's junior, with the extra ounce per bottle, Heileman's Old Style lager beer. (In The Milwaukee journal, June 6, 1956, pt.2, p.24) Appl. author: Earle Ludgin & Co. © 6Jun56; KK117901.

Patience, professor, while Heileman's ages longer ... than any other beer. Heileman's Old Style lager. (In The Fargo forum, Fargo, N. D., July 25, 1956, p.8, pt.1) Appl. author: Earle Ludgin & Co. © 25Jul56; KK118993.

HEINLEY, PAUL. ©
The newest of the new ... Shoji shutters, doors, screens; specifications and construction. Folder. © 21Aug56; KK119086.

Visit these convenient locations for your best shutter buys. Penny Saver inside movable shutters. Post card. © 20Jun56; KK118215.

HEINN CO. ©
A better marketplace when Heinn makes shopping easy. Loose-leaf binders. (In Advertising requirements, Oct. 1956, p.17) Appl. author: Morrison-Greene-Seymour, Inc. © 1Oct56; KK120001.

High selling efficiency can be yours when you switch to Heinn loose-leaf binders. (In Sales management, June 15, 1956, p.49) Appl. author: Morrison-Greene-Seymour, Inc. © 15Jun56; KK117738.

If your sales volume improved 20% in 3 months --. Loose-leaf binders. Mail folder. Appl. author: Morrison-Greene-Seymour, Inc. © 3Oct56; KK120020.

HEKMAN BISCUIT CO., DIVISION UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.

HELLER TOOL CO. ©
Heller American-Swiss, Swiss pattern files. 19 p. Appl. author: Herbert Wise. © 15May56; KK120236.

Heller complete line of White Tang files. Catalog F-56. 15 p. Appl. author: Herbert Wise. © 15May56; KK120235.

HELMS BAKERIES. ©
Chale egg bread. Minimum net wt. 15 oz. Label. © 21Aug56; KK119250.

Golden Farm all butter bread. Min. net wt. 15 oz. Label. © 21Aug56; KK119249.

HELZBERG'S DIAMOND SHOPS, INC. ©
At Helzberg's Diamorama. Diamonds, rings & jewelry. (In The Kansas City star, Nov. 23, 1956, p.13) © 23Nov56; KK121672.

HENNING, B. C.
Sun Valley white enriched bread. Beaver Meadow Bakery, Inc. Label. © Bert C. Henning; 1Nov56; KK121871.

HERCULES POWDER CO. ©
Control potato insects with Toxaphene. Folder. Appl. author: Edwin H. Ginn. © 3Jul56; KK117944.

Pat hand in architectural finishes, multicolor. Lacquer. Folder. Appl. author: John K. Speicher. © 1May56; KK117945.

HERO MANUFACTURING CO., INC. ©
Price list and order form, fall and winter, 1956-1957. Standard needles. Folder. NM: rev. prices & new items added. © 12Jul56; KK121698.

HERSHEY CHOCOLATE CORP. ©
Chocolate Town crossroads ... We're happy with Hershey's. Poster. Appl. author: Charles S. Castner. © 17Aug56; KK119334.

HERZOG REALTY CO. ©
Suburban living at low prices you can afford. Bulletin 1. P&H prefabricated homes. Folder. Appl. author: Lewis C. Manke. © 4Nov56; KK120971.

Suburban living at prices you can afford. P&H prefabricated homes. (In The Chicago tribune) Appl. author: Lewis C. Manke. © 3Nov56; KK120970.

HEUBLEIN (G. F.) & BRO. ©
Who's giving what, to whom, and when? Cocktails. (In The New Yorker, Nov. 17, 1956, p.87) Appl. author: Lawrence C. Gumbinner Advertising Agency, Inc. © 15Nov56; KK121196.

HEUBLEIN, INC.

Hot, brown cereal. Maltex cereal, blend of toasted wheat and malted barley. Net weight 1 lb. 6 oz. Label. Appl. author: Mary Pearl. © Heublein, Inc. d.b.a. Maltex Co. (in notice: Maltex Co., division of Heublein, Inc.); 4Sep56; KK119574.

Instant, a product of Vermont. Maypo Instant, maple flavored hot oat cereal. Net weight 14 oz. Label. Appl. author: Mary Pearl. © Heublein, Inc. d.b.a. Maltex Co. (in notice: Maltex Co., division of Heublein, Inc.); 4Sep56; KK119576.

Quick, a product of Vermont. Maypo Quick, maple flavored hot oat cereal. Net weight 1 lb. 4 oz. Label. Appl. author: Mary Pearl. © Heublein, Inc. d.b.a. Maltex Co. (in notice: Maltex Co., division of Heublein, Inc.); 4Sep56; KK119575.

HHOOTT DDOOGG CO.

Try our famous Hhoott Ddoogg. Frankfurt sandwich. Label. Appl. author: George Campbell. © Peter G. Bereolos & George Campbell d.b.a. Hhoott Ddoogg Co.; 25May56; KK117865.

HICKOK.

Hickok positively finer belts, jewelry, wallets. (In The New York times magazine, Sept. 23, 1956, p.49) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 23Sep56; KK120311.

Positively finer Hickok belts. Sierra. (In Collier's, Oct. 12, 1956, p.2 of cover) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 27Sep56; KK120312.

Positively finer Hickok jewelry. (In Sports illustrated, Sept. 17, 1956, p.50) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 14Sep56; KK120310.

HIGHLANDER PUB. CO., INC. d.b.a. DAILY HIGHLANDER. SEE Daily Highlander.

HILLS BROS. COFFEE, INC. ©

Hills Bros. instant coffee. Net wt. 2 oz. Label. © 11Oct56; KK120061.

HILTI RAPID FASTENING SYSTEMS, INC. ©

The Hilti Jet, model DC-58. Sheet. Appl. author: H. Peter Rossiger. © 10Oct56; KK121133.

HIP RECORDS.

Hip records. The Gettysburg-Address (Abraham Lincoln) H-301-2. Label. © Lyle Griffin d.b.a. Hip Records; 22Jun56; KK118152.

HIRSCH, ALFRED, owner, MAY LETTER SERVICE. SEE May Letter Service.

HIRSH (S. A.) MANUFACTURING CO. ©

Hirsh display equipment. List prices for Showline shelving. Effective Sept. 1, 1955. Folder. Appl. author: Sander Allen. © 25May56; KK117812.

HOAGUE-SPRAGUE CORP. ©

Bettyee Ann. B-384-AB. Shoe boxes. Label. © 23Oct56; KK120813.

Bobby Lynn masculine footwear. B369B. Shoe boxes. Label. © 30Oct56; KK120887.

Carnival by Belbro. C-392-B. Shoe boxes. Label. © 7Nov56; KK121160.

Custom Made. C-373-AB. Shoe boxes. Label. © 31Jul56; KK118745.

E-Z Steps. E 547 A. Shoe boxes. Label. © 13Jul56; KK118220.

Glide-Rite. G-163B. Shoe boxes. Label. © 30Oct56; KK120888.

Hurd companion deluxe cushion heel. C-395-AB. Shoe boxes. Label. © 26Nov56; KK121728.

Lincoln's; quality, beauty, high fashion. L284AB. Shoe boxes. Label. © 18Jun56; KK117820.

Playtowns shoes. P2059. Shoe boxes. Label. © 1Nov56; KK120886.

Schoolmates, by Lane. S-675-AB. Shoe boxes. Label. © 5Jul56; KK120616.

HOAGUE-SPRAGUE CORP. SEE ALSO
Filene's.
Werman (A.) & Sons, Inc.

HOBBS TRAILERS. ©

Safest and roomiest livestock trailers on the highways. Sheet. Appl. author: Thomas L. Yates Advertising Agency. © 19Sep56; KK119748.

HODES-DANIEL CO., INC.

Extra money exchange, to be exchanged for a cash loan. Loan advertising. Sheet. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 10Aug56; KK118817.

Get your holiday cash. Loan advertising. Sheet. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 20Oct56; KK120794.

Here is your 1957 credit card. Bring it in for cash today. Mail folder. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 10Aug56; KK118822.

Here's your holiday money. Loan advertising. Sheet. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 20Oct56; KK121135.

Holiday money-gram. Extra holiday cash is waiting for you at this office. Sheet. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 10Aug56; KK118825.

It's raining money out our way ... Extra cash, heading your way. Loan advertising. Sheet. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 1Oct56; KK119960.

Just thought this might come in handy 'round this time of year. There's money waiting for you here right now. Folder. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 10Aug56; KK118827.

Maybe you'll find a pearl in your oyster, but for money right away see Interstate today. Folder. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 10Aug56; KK118820.

Memo from Santa Claus. There's extra holiday cash at our office for you right now. Folder. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 10Aug56; KK118826.

Official cash account book. Loan advertising. Folder. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 10Aug56; KK118818.

Season's greetings. Here is your 1957 credit card. Loan advertising. Folder. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 10Aug56; KK118821.

Set your sights on extra holiday cash. Loan advertising. Sheet. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 10Aug56; KK118819.

Short of cash for back-to-school expenses? Our Thrift Loan Plan makes it easy. Folder. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 10Aug56; KK118816.

Short of cash for fall fixin'? Loan advertising. Folder. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 1Oct56; KK119962.

Short of cash for fall fixin'? Loan advertising. Sheet. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 20Oct56; KK120793.

Something to cheer about, a quick cash loan from M-A-C. M-A-C Finance Plan, Inc. Sheet. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 1Oct56; KK119961.

Special holiday cash insurance. It's good for immediate cash. Sheet. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 10Aug56; KK118824.

This card means extra cash for you. Pop-out this card for extra money today. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 10Aug56; KK118823.

Where can I get more holiday cash? Just bring the attached holiday cash request to our office today. Sheet. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Service Division; 10Aug56; KK118828.

HODGE, CHARLES V., sole owner, HODGE CHEMICAL CO. SEE Hodge Chemical Co.

HODGE CHEMICAL CO.

Han-D-Wax, self polishing floor wax. Label. © Hodge Chemical Co., sole owner Charles V. Hodge; 10Jun56; KK117929.

HOLIDAY DIVISION, GENERAL SHOE CORP. SEE General Shoe Corp.

HOLLAND (REGINALD H.) INC. ©

Conserving our resources, Mr. Major. Sylvania Electric Products, Inc. Sheet. © 27Aug56; KK119181.

A glimpse of the unseen, Mr. Major. Sylvania Electric Products, Inc. Sheet. © 11Sep56; KK119406.

Metallurgy comes into its own, Mr. Alucard. Sylvania Electric Products, Inc. Sheet. © 8Oct56; KK120048.

New sources of power, Mr. Holland. Sylvania Electric Products, Inc. Sheet. © 5Jul56; KK117899.

New words for new worlds, Mr. Stone. Sylvania Electric Products, Inc. Sheet. © 18Jun56; KK117968.

Pure as the driven snow, Mr. Stone. Sylvania Electric Products, Inc. Sheet. © 7Nov56; KK120975.

The release of energy, Mr. Holland. Sylvania Electric Products, Inc. Sheet. © 20Jul56; KK118304.

The speed of change, Mr. Major. Sylvania Electric Products, Inc. Sheet. © 6Aug56; KK118680.

HOLLANDER (I. L.) INC. ©
Exciting news for users of Hollander coin albums. Sheet. Appl. author: Irving L. Hollander. © 18Jun56; KK117811.

Hollander coin albums, the modern method for housing and displaying coins ... Folder. Appl. author: Irving L. Hollander. © 6Oct56; KK119966.

HOLLANDIA CO., INC. ©
For Christmas gifts, the watchword is Marvin. Watches. (In The New Yorker, Dec. 3, 1955, p.131) Appl. author: Needham & Grohmann, Inc. © 1Dec55; KK118182.

HOLLINHEAD, CARLIE P. ©
Pa-Hol's Burn-Ezz salve, for burns, sunburn. Label. © 18Aug56; KK119031.

HOME MADE NOODLE CO.
Flavor Bud brand egg drop soup mix. Net weight 2 3/4 ounces. Label. Appl. author: Waldermar H. Alexander. © Earl D. Rubin d.b.a. Home Made Noodle Co.; 23Jul56; KK118602.

HOPKINS MANUFACTURING CORP., INC. ©
Double your light where you need it at night by installing and aiming a pair of new type lamps, Lev-L-Lite Visualizor. Display card. Appl. authors: Evan L. Hopkins & Lee K. Irwin. © 6Jun56; KK118516.

HOSE ACCESSORIES CO. ©
Le-Hi. Big warehouse distributor stocks everywhere. Condensed catalog 18. 7 p. Appl. author: A. T. Dewees. © 1May56; KK121250.

Le-Hi. Bulletin No. 110. Steel, malleable iron and bronze air hose couplings, hose clamps, hose nipples, valves and manifolds. Pamphlet. Appl. author: A. T. Dewees. © 1Apr56; KK121249.

Le-Hi. Bulletin No. 115. Malleable iron and steel heavy duty high pressure hose couplings. Pamphlet. Appl. author: A. T . Dewees. © 1May56; KK121248.

Le-Hi brass hose fittings for low and medium pressure. Bulletin no.140. Pamphlet. Appl. author: A. T. Dewees. © 1Aug56; KK121678.

HOSPITAL SERVICE OF SOUTHERN CALIFORNIA. ©
And Blue Cross helped pay the bill. (In The Los Angeles mirror-news, Oct. 23, 1956, pt.1, p.13) Appl. author: Dan B. Miner Co. © 23Oct56; KK120974.

HOUSE OF PLASTICS, INC. ©
Operation success in a new business of your own. Pamphlet. Appl. author: Howard Kibbe. © 15Apr56; KK118131.

HOUSE OF VISION, INC. ©
Contact lenses? (In Chicago daily news, Oct. 2, 1956, pt.1, p.5) Appl. author: Stubbs & Montgomery, Inc. © 2Oct56; KK121674.

HOUSE OF WORSTED-TEX, INC. ©
Worsted-Tex presents the Sirmano Model, $65. The Continental manner in men's clothes for American men of the world. (In Time, Oct. 12, 1953, p.14) Appl. author: Alfred J. Silberstein, Bert Goldsmith, Inc. © 12Oct53; KK118732.

HOYTT ENTERPRISES, INC. ©
Grand opening, Gerald Hoytt's, all new fairytale homes in the Enchanted Valley of Pinole Estates. (In Oakland tribune, June 10, 1956, p.12-B) © 10Jun56; KK117755.

HRUPEK, JOHN S. ©
Johnny Hrupek's ready to serve Nebraska barbecued beefsteak with barbecue sauce. Label. © 10Aug56; KK118854.

HUDSON (H. D.) MANUFACTURING CO. ©
Hudson Sani-Kleen non back-siphon water bowls step up milk production. Sheet. © 30Jul56; KK118995.

Hudson Sani-Kleen water bowls are non back-siphoning, bring bigger milk checks. Metal sheet. © 30Jun56; KK118966.

New, Hudson No.MH-30 sprayer for tobacco sucker control. Form no.1053. Sheet. © 30Jun56; KK118499.

HUGHES, WILLIAM MILTON. ©
Hotter than a four alarm fire. Photographic portraits. Sheet. © 5Sep56; KK119592.

HUGHES AIRCRAFT CO. ©
Creating a new world with electronics. How soon will you be able to see over the phone? Hughes Tonotron. (In U. S. news & world report, July 13, 1956, p.2 of cover) Appl. author: Foote, Cone & Belding. © 9Jul56; KK118639.

Hughes Memotron, a new concept in retaining transients. (In Tele-Tech & electronic industries, July 1956, p.17) Appl. author: Foote, Cone & Belding. © 20Jun56; KK118308.

Hughes Memotron, a new type of cathode ray tube. (In Tele-Tech & electronic industries, June 1956, p.51) Appl. author: Foote, Cone & Belding. © 20May56; KK117918.

Hughes transistors. (In Tele-Tech & electronic industries, 1956 directory issue, June 1956, p.128) Appl. author: Foote, Cone & Belding. © 20May56; KK117917.

They may look alike, but there is a difference, and the difference is inside, where it counts. Diodes. (In Tele-Tech & electronic industries, July 1956, p.71) Appl. author: Foote, Cone & Belding. © 20Jun56; KK118307.

HYDE PARK DAIRIES, INC. ©
Calre, low calorie frozen dessert; vanilla. Half gallon ice milk. Label. Appl. author: Herbert H. Curnutt. © 14May56; KK121126.

HYDREX CO.
Most modern methods for getting rid of pests. (In Los Angeles classified telephone directory, Aug. 1956, p.653) © Robert B. Loibl, Jr. d.b.a. Hydrex Co.; 1Aug56; KK119948.

HYDROTEX INDUSTRIES. ©
Hydrotex Foundation Seal stops the damaging c.a. of your foundations and walls. Folder. © 1Jan51; KK121738.

Kant Rust metal paint, protects metal surfaces. Folder. © 1Jan49; KK121739.

Kovermor dri-fast metal preservative paint, black. Folder. © 1Jan51; KK121740.

Now add life and vim to your motor with Vimolube. Liquid motor vitamin. Folder. © Olympia Manufacturing Co., division of Hydrotex Industries; 1Jan50; KK121736.

Stop rain and moisture damage to masonry with Hydro-Seal silicone water repellent. Sheet. © 12Apr55; KK121737.

HYER (C. H.) & SONS, INC. ©
Western Wellington. Hyer fine boots since 1875. Label. Appl. author: Lawrence S. Covington Advertising Agency. © 11Jul55; KK119582.

HYUS CORP. ©
Nature's own multiple minerals. Hyus. Contents: 15 Hyus filter bags. Makes 60 quarts of Hyus mineral drinking water. Label. Appl. author: Oden Proctor. © 1Apr56; KK118909.

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IDEAL AEROPLANE & SUPPLY CO., INC. ©
Ideal models. HO gauge over and under bridge & trestle set. Mechanical toys. Folder. Appl. author: Jacob Stein. © 20Aug56; KK119683.

IDEAL CLEANING CO. ©
McAulay's D-M multi-purpose cleaner for cars, chrome, upholstery, glass ... Label. Appl. author: Lewis C. McAulay, sole owner of Ideal Cleaning Co. © 13Jul56; KK118075.

IDEAL INDUSTRIES, INC. ©
Ideal commutator and slip ring maintenance. No.2. Folder. Appl. author: Robert J. Mitchell. © 13Jul56; KK118752.

INLAND MANUFACTURING CO. ©
A radiator check-up now can prevent costly engine damage ... (Inland radiator servicing department announcement ad) Sheet. Appl. author: Buchanan-Thomas Advertising Co. © 11Jun56; KK118059.

These monthly Inland ads in Saturday evening post and Collier's are building radiator-servicing business for you. National advertising form no.2. Sheet. Appl. author: Buchanan-Thomas Advertising Co. © 2Jul56; KK119120.

INSTITUTE OF AMERICAN POULTRY INDUSTRIES. ©
Will your eggs command the top price at the market? 15 p. Appl. authors: H. Lee Campbell & Frank G. Wollney. © 17May56; KK118644.

INTERNATIONAL BUSINESS MACHINES CORP. ©
IBM introduces Ram 650, random access memory, newest concept of record keeping. Folder. Appl. author: International Business Machines Corp., employer for hire of Fred Henry Stainken. © 29Aug56; KK121353.

More production, less time. IBM 858 Cardatype automatic carriage. Folder. Appl. author: International Business Machines Corp., employer for hire of Fred Henry Stainken. © 12Jul56; KK119041.

No, the IBM electric can't spell, but it will give you the best-looking letters you ever saw, in less time and with less effort. Electric typewriters. (In Business machines, Mar. 1, 1956, general section, p.8) Appl. author: Benton & Bowles, Inc. © 1Mar56; KK119478.

INTERNATIONAL LATEX CORP. ©
As advertised on TV: Playtex best for baby's comfort. Playtex baby pant TV streamer P1006. © 17Sep56; KK120753.

As seen on TV: Get acquainted sale. Playtex Living, lightweight, girdle. Ad no.GR509. Sheet. © 24Sep56; KK120746.

INTERNATIONAL LATEX CORP. © Cont'd.

Brand new disposable diaper for home and travel. New Playtex Dryper pads medicated to stop the main cause of baby's diaper rash. Only Playtex Dryper pad and panty does it. Sheet. © 26Jun56; KK118683.

For the new, slim Empire Look mold your midriff and slim your hipline with Playtex long line bra and Magic Controller girdle. Ad no.BR502. Sheet. © 9Sep56; KK120744.

Get acquainted sale; enjoy more hold in power than you ever dreamed possible and with heavenly comfort. New Playtex Living lightweight girdles. Ad no.G512. Sheet. © 24Sep56; KK120751.

Heavenly comfort all day long, for every summer activity. Playtex Living bra. 8-20-6531. Streamer. © 20Jun56; KK118693.

The heavenly comfort you've seen on TV is yours today --. Playtex Living bra. Ad no.BR 150. Sheet. © 24Sep56; KK120738.

Hip, hip, hooray. All new and beautiful Playtex Magic Controller. Girdles & bras. (In The New York times magazine, Jan. 15, 1956, p.2) Appl. author: Foote, Cone & Belding. © 15Jan56; KK120378.

Hip, hip, hooray. Playtex presents Fabricon. Playtex Magic Controller. Girdles & bras. (In McCall's, Feb. 1956, p.15) Appl. author: Foote, Cone & Belding. © 19Jan56; KK120023.

I just adore a cool, cool man. Playtex waterproofed silk panty counter display 1-15-6532. © 4May56; KK118206.

Introducing new Playtex Living girdles. Girl holding balloon. (In Glamour, May 1956, p.15) Appl. author: Foote, Cone & Belding. © 1May56; KK121120.

Introducing Playtex party-sets for baby with waterproof panties. Ad no.B303. Sheet. © 9Sep56; KK120740.

Introducing Playtex party-sets for baby with waterproof panties. Ad no.B307. Sheet. © 9Sep56; KK120739.

Limited time only. Sale of first quality Playtex Heart-Rest pillows in rainbow stripes woven in carefree pastel colors. Ad no.P1. Sheet. © 31Aug56; KK120749.

Limited time only. Sale of first quality Playtex Heart-Rest pillows in rainbow stripes woven in carefree pastel colors. Ad no.P2. Sheet. © 31Aug56; KK120748.

The marvelous hold-in power you've seen on TV is yours in Playtex Magic Controller, for the new slim fashions. Girdles. Ad no. GR 538. Sheet. © 24Sep56; KK120833.

The naked truth about the girl in stateroom M-68. Playtex girdle. Girl looking out of porthole of ship. (In Charm, Apr. 1956, p.9) Appl. author: Foote, Cone & Belding. © 22Mar56; KK121372.

Never, no, never have you seen a bra-December so big as the one coming up. Playtex holiday bra promotion sheet 8-2-5280. © 15Oct56; KK120761.

New luxury silk panty that wears and wears. New sheer silk panty, by Playtex, waterproofed. (In This week, Oct. 21, 1956, p.39) Appl. author: Reach, Yates & Mattoon, Inc. © 21Oct56; KK120357.

New luxury silk panty wears and wears and wears. Playtex. (In My baby magazine, Sept. 1956, p.17) Appl. author: Reach, Yates, & Mattoon, Inc. © 1Sep56; KK119431.

New Playtex medicated Dryper pads. 18 super-thirsty pads for use with Playtex Dryper panty. Regular size. Label. © 30Apr56; KK118698.

New Playtex waterproof Dryper panty for use with Playtex Dryper pads or ordinary cloth diapers. No.455. Medium. 13 to 18 lbs. White. Label. © 30Apr56; KK118691.

The new slim Empire Look needs the hold-in power of your Playtex girdle and you'll love the wonderful comfort. Contest. Ad no. GR500. Sheet. © 9Sep56; KK120743.

Only gloves can save your hands from cleansers and detergent chapping. Playtex Living gloves. (In The American weekly, Oct. 1956, p.33) Appl. author: Reach, Yates & Mattoon, Inc. © 14Oct56; KK120358.

Playtex asks you which one of these quotes from women in the news wins your vote? P7001. Girdles & bras. Counter contest display card. © 6Aug56; KK119732.

Playtex asks you which one of these quotes from women in the news wins your vote? P7002. Girdles & bras. Contest rule entry blank. © 6Aug56; KK119731.

Playtex bib-smock for eating and playing. Package card no.417. Label. © 20Sep56; KK120836.

Playtex Dress-Eez, waterproof pants stay soft. P1004. Streamer. © 6Aug56; KK119730.

Playtex feeder deluxe bib. Package card no.415. Label. © 20Sep56; KK120837.

Playtex house and garden gloves. Service weight gloves of fabric lined latex. No.865. Label. © 25Apr56; KK118697.

Playtex Living bra; strapless model. Style no.180. Label. © 4Jun56; KK119479.

Playtex party-sets with waterproof panties. How to keep them beautiful. Instructions tag 1-10-6240. Label. © 1Aug56; KK118695.

Playtex terry deluxe bib. Added feature: Plastic shoulders help keep baby sweet and spotless, wipe off easily. Package card no.416. Label. © 20Sep56; KK120835.

Playtex Tiny Lad Party Pants. Precision tailored with make believe pockets and fly-front. No.472. Large. Label. © 10Aug56; KK120834.

Put yourself in a party mood. Playtex Living bra as seen on TV. Streamer P8001. © 8Oct56; KK120757.

Sale: New Playtex Living lightweight girdle. Streamer P7007. © 8Oct56; KK120755.

Save your hands from detergents, cleansers, bleaches. Lovelier hands in 9 days; Playtex Living, waterproof, fabric lined latex, gloves. Acetate 3-6-6510. Pink streamer. © 6Aug56; KK120752.

Special contest exclusively for Playtex salesgirls. Contest sheet 7-1-5280. Bras & girdles. © 9Sep56; KK120750.

Suddenly you're glamorous. Playtex Living bra. Girl & man looking at flowers. (In Seventeen, May 1956, p.13) Appl. author: Foote, Cone & Belding. © 1May56; KK121122.

Suddenly you're glamorous, in heavenly comfort all day long. Playtex Living bras. 8-20-6530. Cellophane streamer. © 27Jun56; KK118694.

Summer fashions for the very young in heart. How dreamy can our heroine get in her new Playtex Twinkle Party Pants? (In My baby, Aug. 1956, p.29) Appl. author: Reach, Yates & Mattoon, Inc. © 8Jul56; KK118911.

We have the perfect bra for fashion's newest lines, Playtex long line bra ... Ad no.BR504. Sheet. © 9Sep56; KK120742.

We have them, wonderful gifts, the waterproof, high fashion Playtex baby pants you see on TV. Ad no. B 309. Sheet. © 8Oct56; KK120745.

Which quote wins your vote? P7000. Playtex girdles & bras. Streamer. © 6Aug56; KK119728.

Wow, high fashion comes to the diaper set. Playtex party-sets with waterproof panties. Streamer 1-10-6510. © 1Aug56; KK118696.

Wow, high fashion comes to the diaper set. Playtex party-sets with waterproof panties. Streamer 1-10-6510. © 9Sep56; KK120758.

Wow, high fashion comes to the diaper set. Playtex party sets with waterproof panties. Stuffer 1-10-6550. © 9Sep56; KK120760.

Wow, Playtex party-sets with waterproof panties. (In The New York times magazine, Sept. 23, 1956, p.2) Appl. author: Reach, Yates & Mattoon, Inc. © 23Sep56; KK119783.

Yes, we have the bra you see on TV. Playtex Living, long line, bra. Ad no.BR 148. Sheet. © 24Sep56; KK120741.

Yes, we have the girdle you see on TV. Playtex Living Girdle. Ad no.GR 536. Sheet. © 24Sep56; KK120747.

You see it on TV: Playtex Living bra. Streamer P8000. © 12Sep56; KK120756.

You see it on TV: Playtex Living girdle. Streamer P7003. © 12Sep56; KK120759.

You see them on TV. Wonderful new gift, Playtex waterproof Party Pants. Streamer P1008. © 8Oct56; KK120754.

Your customers see Playtex girdles and bras on TV. Now, tell 'em to get them at your store. Playtex girdle presentation sheet 7-900-5280. © 8Oct56; KK120762.

You've seen on TV how these gloves save your hands from detergents, cleaners, bleaches. Playtex Living gloves. Ad no.GL 51. Sheet. © 17Sep56; KK120737.

INTERNATIONAL NICKEL CO., INC. ©

How International Nickel finds out what the wild waves are saying. (In Time, Sept. 10, 1956, p.140) © 6Sep56; KK119649.

Inco nickel progress report. Skyhooks replace timber supports in new areas of Inco nickel mines. (In Time, Oct. 8, 1956, p.101) © 4Oct56; KK120353.

Nickel progress report. Inco works a mine within a mine. (In Time, Apr. 9, 1956, p.123) © International Nickel Co., Inc.; 5Apr56; KK117800.

Nickel progress report. Once only waste rock, now a new source of nickel. (In Time, Mar. 12, 1956, p.107) © International Nickel Co., Inc.; 8Mar56; KK117799.

This 3-D model of an ore body shows where future supplies of Inco nickel will be mined. Inco Nickel progress report. (In U. S. news & world report, July 13, 1956, p.99) © 29Jun56; KK118271.

INTERNATIONAL PAPER CO. ©
Benjamin Franklin, first designer and engraver of money for the colonies. Franklin engraving a plate for paper money. Aug. 1956 calendar. © 16Jul56; KK118257.

Benjamin Franklin, newspaper publisher. A large printing office in Franklin's time. Sept. 1956 calendar. © 15Aug56; KK118989.

Benjamin Franklin, philosopher and humorist. Benjamin Franklin scholar and philosopher. Oct. 1956 calendar. © 13Sep56; KK119458.

Benjamin Franklin, writer and book publisher. Benjamin Franklin, a well-known author of his time. Nov. 1956 calendar. © 9Oct56; KK120177.

Franklin's interest in type founding. Franklin retires from active printing business. Dec. 1956 calendar. © 19Nov56; KK121307.

Making headlines 25 years ago. 25th anniversary. Jan. 1957. Calendar. © 11Dec56; KK121673.

INTERSTATE BAKERIES CORP. ©
Quality Blue Seal bread. A bread so good it carries two seals of quality. (In Good housekeeping, Oct. 1955, p.11) © 20Sep55; KK118393.

IRON LUNG VENTILATOR CO. ©
Power air exhausters. AlumaLung; Iron Lung. Folder. Appl. author: George H. Brown. © 25Sep56; KK120002.

ISALY DAIRY CO. ©
Butter. Exhibit A. One pound net weight. Label. © 27Mar56; KK118054.

Butter. Exhibit B. One pound net weight. Label. © 13Jun56; KK118055.

ISODINE PHARMACAL CORP.©
Announcing the new, painless iodine that stops infection fast. Isodine. (In Chain store age, drug store managers ed., July 1956, p.113) Appl. author: Reach, Yates & Mattoon. © 10Jul56; KK118348.

Isodine antiseptic brand of povidone-iodine, a topical solution. (In Journal of the American Medical Assn., July 14, 1956, p.77) © 14Jul56; KK118625.

Leading hospital reports sore throat pain stopped ... Isodine gargle. (In New York daily news, Nov. 8, 1956, p.62) Appl. author: Reach, Yates & Mattoon, Inc. © 8Nov56; KK121462.

New, painless iodine, safe, won't sting. Isodine, the new iodine antiseptic, kills harmful bacteria. P6000. Streamer. © 14Aug56; KK119729.

New painless iodine stops infection fast. Won't burn or sting the wound. Isodine antiseptic, the painless, high-potency iodine, is now available to your family. Ad no.ID3. Sheet. © 26Jun56; KK118685.

Science finds best way to stop infection of child's cuts and scratches. Isodine antiseptic. (In Courier express, Buffalo, N. Y., Oct. 31, 1956, p.12) Appl. author: Reach, Yates & Mattoon, Inc. © 31Oct56; KK121464.

Sore throat? How leading hospital stops sore throat pain fast. Isodine gargle. (In New York daily news, Nov. 8, 1956, p.62) Appl. author: Reach, Yates & Mattoon, Inc. © 8Nov56; KK121463.

3,971 hospital cases prove, leading doctors agree, new painless Iodine stops infection fast. An open letter to physicians. Isodine. Antiseptic. (In This week magazine (Birmingham news), June 24, 1956, p.5) Appl. author: Reach, Yates & Mattoon, Inc. © 24Jun56; KK117982.

3,971 hospital cases prove, leading doctors agree, new painless Iodine stops infection fast. [Boy applying Isodine to finger] Antiseptic. (In The Hartford courant, June 13, 1956, p.23) Appl. author: Reach, Yates & Mattoon, Inc. © 13Jun56; KK117981.

3,971 hospital cases prove, leading doctors agree new painless iodine stops infection fast. Revolutionary Isodine ... promotes healing like no other antiseptic does. Ad no.ID2. Sheet. © 26Jun56; KK118684.

3,971 hospital cases prove, leading doctors agree, new painless iodine stops infection fast. Today get Isodine. Ad no.ID5. Antiseptic. Sheet. © 26Jun56; KK118692.

J

J-E-M ASSOCIATES. ©
Jemex, liquid cleaner. 8 fl. oz. (U. S.) Label. Appl. author: Eugene R. Dunn. © 21Sep56; KK119617.

JACCARD, CZELA. SEE Czela.

JACK & HEINTZ, INC. ©
Announcing a customized submersible motor. (In Machine design, Nov. 1, 1956, p.32) Appl. author: Edward J. Martin. © 1Nov56; KK121459.

Douglas selects Jack & Heintz A-C system for DC-8 jet transport. Precision machinery. (In Aviation week, July 23, 1956, p.16-17) Appl. author: Edward J. Martin. © 23Jul56; KK118985.

J & H primary source for A-C or D-C aircraft electric equipment. Precision machinery. (In Aviation age, June 1956, p.D-55) Appl. author: Edward J. Martin. © 10May56; KK118561.

Jack & Heintz solves torque problem for Electro-Way disposers. Precision machinery. (In Machine design, June 28, 1956, p.107) Appl. author: Edward J. Martin. © 28Jun56; KK118562.

Missile designers: Jack & Heintz offers you 3 types of environment-free generators. (In Aviation week, Oct. 22, 1956, p.126) Appl. author: Edward J. Martin. © 22Oct56; KK120728.

Motor parts kits; 56 frame lamination. 8.2. June 1, 1956. Data sheet. Appl. author: Harry D. Kurtz. © 3Jul56; KK117909.

Motor parts kits; 66 frame lamination. 8.3. June 1, 1956. Data sheet. Appl. author: Harry D. Kurtz. © 3Jul56; KK117908.

Which of these customized motor features will improve your product design? Precision machinery. (In Electrical manufacturing, Sept. 1956, p.205) Appl. author: Edward J. Martin. © 1Sep56; KK119602.

Your tomorrow's electric system waits, today ... Environment-free generators. (In Aviation week, Oct. 8, 1956, p.56) Appl. author: Edward J. Martin. © 8Oct56; KK120729.

JACKMEYER LABEL CORP. ©
Brother Tag. Mm-mm-mm. I'm smooth in Krome Kote. Sister Label. You should feel me in Satin. Complete label and tag service. (In Southern garment manufacturer, Feb. 1956, p.55) Appl. author: Bruce L. Kline. © 20Feb56 (in notice: 1955); KK118689.

JACOBS, ALAN d.b.a. TRU-FOG CO. SEE Tru-Fog Co.

JACOBS (JOSEPH) ORGANIZATION, INC. ©
G-d gave us the Sabbath, let's keep it. American Home Products Corporation. Household items, food products & pharmaceuticals. Folder. © 15Aug56; KK119907.

G-d gave us the Sabbath, let's keep it. The Best Foods, Inc. Folder. © 15Aug56; KK119911.

G-d gave us the Sabbath, let's keep it. Calvert Distillers Company. Folder. © 15Aug56; KK119908.

G-d gave us the Sabbath, let's keep it. Colgate-Palmolive Company. Detergents, soaps & pharmaceuticals. Folder. © 15Aug56; KK119910.

G-d gave us the Sabbath, let's keep it. General Foods Corporation. Folder. © 15Aug56; KK119913.

G-d gave us the Sabbath, let's keep it. Hoffman Beverage Company. Soft drinks. Folder. © 15Aug56; KK119905.

G-d gave us the Sabbath, let's keep it. Kraft Foods Company. Folder. © 15Aug56; KK119912.

G-d gave us the Sabbath, let's keep it. Pabst Brewing Company. Folder. © 15Aug56; KK119909.

G-d gave us the Sabbath, let's keep it. Seagram-Distillers Company. Folder. © 15Aug56; KK119906.

JACOBSEN, BJÖRN d.b.a. J. JACOBSEN TRIKOTASJEFABRIKK. SEE Jacobsen (J.) Trikotasjefabrikk.

JACOBSEN (J.) TRIKOTASJEFABRIKK.
Brynje helsetrovë. Underwear. Label. © Björn Jacobsen d.b.a. J. Jacobsen Trikotasjefabrikk; 6Mar37; KK118481.

JACOBSON (F.) & SONS, INC.
I'm irresistibly drawn to the man who wears Jayson shirts, sportwear, pajamas because they fit to perfection. (In Life, Dec. 5, 1955, p.100) Appl. author: Alfred J. Silberstein, Bert Goldsmith, Inc. © Jayson Shirts, Inc., solely owned by F. Jacobson & Sons, Inc.; 3Dec55; KK119117.

JAMES, JIMMY. ©
Chili rice. Sheet. © 1Sep56; KK119351.

JAMES CO. ©
Postage stamp caddy. Card. Appl. author: James J. Gruenberg. © 19Nov56; KK121689.

JAMISON MANUFACTURING CO. ©
Jamison flagpole parts and data. Folder. © 1Oct56; KK120929.

JAY-TEE TOY CO. ©
2 games in one. It's a football game, it's a bowling game. Smash that line. Label. Appl. author: John M. Tullio. © 1Dec55; KK118425.

JAYSON SHIRTS, INC., solely owned by F. JACOBSON & SONS, INC. SEE Jacobson (F.) & Sons, Inc.

JAZZTONE SOCIETY, INC. ©
If you like your jazz hi-fi take these exciting all-star jazz classics as a gift. Phonograph records. (In New York herald tribune book review, July 1, 1956, p.12) © 1Jul56; KK118371.

JEL SERT CO. ©
Aunt Wick's, imitation flavored, lemonade, instant drink mix. Net weight 3 ounces. Label. © 16Jan56; KK119980.

Aunt Wick's imitation flavored orangeade instant drink mix. Net weight 3 ounces. Label. © 16Jan56; KK118460.

JET COMPONENTS, INC. ©
Dura-bronze oil filters. Replacement guide for passenger cars and light trucks. Sheet. © 13Nov56; KK121568.

Installation instructions, improved Dura-bronze oil filters. Folder. © 13Nov56; KK121572.

JEWEL LABORATORIES. ©
Jewel Labs' Ad-Cel-H_2O, concentrated cellulose wallpaper paste. 4 oz. net wt. Label. Appl. author: Jewell Shapiro. © 17Sep56; KK121865.

JOFFE (J. A.) & CO. ©
Dec-R-jelly eggs, panorama-like eggs. Sheet. Appl. author: Julian A. Joffe. © 10Sep56; KK119373.

Easter egg novelties. Confectionery decorations. Sheet. Appl. author: Julian A. Joffe. © 10Sep56; KK119370.

Easter eggs; large. Confectionery novelties. Sheet. Appl. author: Julian A. Joffe. © 10Sep56; KK119375.

Easter eggs; regular. Confectionery novelties. Sheet. Appl. author: Julian A. Joffe. © 10Sep56; KK119374.

Instruction manual, the art of sugar decorating. 5th ed. 31 p. Appl. author: Julian A. Joffe. NM: new pictures & text. © 15Nov56; KK121662.

Novelty rabbits. Confectionery. Sheet. Appl. author: Julian A. Joffe. © 10Sep56; KK119372.

Paddle Pop eggs. Confectionery novelties. Sheet. Appl. author: Julian A. Joffe. © 10Sep56; KK119371.

Paddle Pop Valentine novelties. Confectionery decorations. Sheet. Appl. author: Julian A. Joffe. © 6Aug56; KK118721.

Solid milk chocolate King Kup-Pets for Easter. Confectionery decorations. Sheet. Appl. author: Julian A. Joffe. © 24Jul56; KK118720.

JOHNSON, MAURICE R. & EMIL A. SCHMIDT d.b.a. JOHNSON & SCHMIDT. SEE Johnson & Schmidt.

JOHNSON (SAM) & SONS FISHERIES, INC. ©
'56 & '57 season winter fishing new price list. Mail folder. © 27Nov56; KK121394.

JOHNSON & JOHNSON, CHICAGO. ©
California, here we come. Enter the Johnson & Johnson A.O.R.N. convention contest. Drugs & hospital supplies. (In Hospital topics, Sept. 1956, insert) Appl. author: Cummins Associates, Inc. © 1Sep56; KK120211.

Got athlete's foot? At last, a treatment that really works. First use the medicated powder. © 20May56; KK119113.

Got athlete's foot? Athlete's foot treatment with magic new JJ-9. Dept. 102. © 20May56; KK119114.

J-D. Pak, profuse drainage dressing. Bandages. (In Hospital management, Nov. 1956, p.89-90) Appl. author: Cummins Associates, Inc. © 25Oct56; KK120607.

New Elastikon elastic adhesive tape, now individually boxed in 2", 3" and 4" widths. (In The Journal of the American Medical Assn., June 2, 1956, p.61) Appl. author: Cummins Associates, Inc. © 2Jun56; KK118392.

Now available in 7 sizes. Specialist extra-fast-setting. For clubfoot, fore-arm and other casts where an extremely fast-setting bandage is desired. (In The Journal of bone and joint surgery, June 1956) Appl. author: Cummins Associates, Inc. © 1Jun56; KK118974.

Safe-wrap Modess pads. (In Hospital management, July 1956, p.71-72) Appl. author: Cummins Associates, Inc. © 1Jul56; KK117943.

Sterile Adaptic non-adhering dressing. (In Hospital management, Sept. 1956, p.19-20) Appl. author: Cummins Associates, Inc. © 1Sep56; KK119290.

Sterile Adaptic non-adhering dressing. (In Plastic and reconstructive surgery, Sept. 26, 1956, p.7) Appl. author: Cummins Associates, Inc. © 26Sep56; KK121099.

This, not this. New large size Surgine, disposable linen savers. Bed underpads. (In Nursing home administrator, Sept.-Oct. 1956, p.4 of cover) Appl. author: Cummins Associates, Inc. © 1Sep56; KK120242.

Water won't weaken her Zoroc cast. Resin-plaster bandage. (In The Journal of bone & joint surgery, Oct. 1956, insert) Appl. author: Cummins Associates, Inc. © 1Oct56; KK121048.

JOHNSON & JOHNSON, NEW BRUNSWICK, N. J.

New Rapid-Flo prestrainer squares. Filter disks. (In The California dairyman, June 23, 1956, 2d section, p.39) Appl. author: Wesley Aves & Associates, Inc. © Johnson & Johnson, Filter Products Division; 23Jun56; KK117753.

There is no substitute for quality. How the Rapid-Flo check-up for mastitis and sediment helps improve milk quality. Filter disks. (In Journal of milk & food technology, Sept. 1956, p.1) Appl. author: Wesley Aves & Associates, Inc. © Johnson & Johnson, Filter Products Division; 1Sep56; KK120610.

There is no substitute for quality, if you want to make money from milk. Rapid-Flo, filter disks. (In The Kentucky farmer, Aug. 1956, p.42) Appl. author: Wesley Aves & Associates, Inc. © Johnson & Johnson, Filter Products Division; 1Aug56; KK118957.

JOHNSON & SCHMIDT.
Cheef smoked, sliced beef. 4 oz. net wt. Label. © Maurice R. Johnson & Emil A. Schmidt d.b.a. Johnson & Schmidt; 28Sep56; KK119827.

JORDAN, F. G.
Holey-Pokey, the handy gas range tool. Envelope. © Frank George Jordan; 2May56; KK117826.

JORDAN, FRANK GEORGE. SEE Jordan, F. G.

JOY-TONE CO. ©
Vita-Tone, for relief of overindulgence in alcoholic beverages. Two tablets. Vitamins. Label. Appl. author: Anthony Franco, Jr. © 15Jun56; KK117976.

JUNIOR TOY CORP. ©
How to choose the right trike or bike for your child. Folder. © 6Aug56; KK119164.

K

KAHN (DAVID) INC. ©
Ball pen or fountain pen, top choice is Wearever. Pens and pencils. (In Look, Oct. 2, 1956) Appl. author: Dowd, Redfield & Johnstone, Inc. © 2Oct56; KK121497.

KALAMAZOO VEGETABLE PARCHMENT CO., HARVEY PAPER DIVISION t.a. HARVEY. SEE Harvey.

KAMUK, JOHN. ©
Uni-Adjuster, automatic transmission adjusting wrench. Sheet. © 1Aug56; KK119676.

KANDEL KNITTING MILLS. ©
Kandel Kapers, by Kandel. Ready to wear garments. Label. Appl. author: Walter Kandel. © 2Nov56; KK120998.

KANSAS CITY WISH-BONE SALAD DRESSING CO., INC. ©
The Kansas City Wish-Bone cheese dressing. Bleu cheese with Roquefort cheese. Contents 8 fluid oz. Label. Appl. author: Phillip A. Sollomi. © 8Aug56; KK119224.

KASHFINDER SYSTEM. ©
Kashfinder, a treasure chest jammed with prospects. Advertising businesses for sale. Sheet. Appl. author: W. H. Fuller, Jr. d.b.a. Kashfinder System. © 30Nov56; KK121484.

KASHINS, HERMAN. ©
Our first greeting card customers said ... So here they are, framed Quotation greeting cards. Wall decorations. Folder. © 2Jul56; KK118751.

KAUFMAN (CECIL) INC. ©
Specifications for use of adjustable Jiffy bracket clamp. Used for concrete forms. 25 p. Appl. author: Cecil Kaufman. © 10Sep56; KK121247.

KAZARIAN BROS. ©

Happy Easter. Genuine chocolate basket. Net weight 5 1/2 oz. or over. Label. Appl. author: Harold Ashodian. © 6Aug56; KK119116.

KEENE, CAROLYN.

Nancy Drew model chart. SEE Stratemeyer Syndicate.

KEIDING PAPER PRODUCTS CO. ©

New Keiding Tote-All combination carrier and cooler. (In The Sporting goods dealer, July 1956, p.48) Appl. author: Paulson-Gerlach & Associates, Inc. © 16Jul56; KK118704.

Now, pot your plants in colorful beauty. New Keiding Art-Pot. (In American nurseryman, Aug. 1, 1956, p.115) Appl. author: Paulson-Gerlach & Associates, Inc. © 27Jul56; KK118596.

KEMP (C. M.) MANUFACTURING CO. ©

Electric reactivated Kemp Oriad dryers. Bulletin no.D-103. 6 p. Appl. author: Van Sant, Dugdale & Co., Inc. © 13Jul56; KK118432.

KENNER PRODUCTS CO.

Instructions for playing Lawrence Welk's Music Maker. Musical toy. Sheet. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 7Sep56; KK120722.

Lawrence Welk's Music Maker, thrilling new, musical toy. No.300. Label. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 7Sep56; KK120723.

Nursery Bouncy Bear by Kenner. No.99. For crib or play pen. It bounces, it swings, it jingles. Label. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 30Jun56; KK118724.

Nursery Springy Ring by Kenner. No.150. For crib or play pen. Fun and exercise for baby. Label. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 30Jun56; KK118723.

KENTILE, INC. ©

How to give your home new style and color no matter what your budget. Floor & wall tile. (In The Saturday evening post, Aug. 27, 1955, p.50-51) © 23Aug55; KK119087.

How to make your home more beautiful. Floor and wall tile. (In The Saturday evening post, Mar. 26, 1955, p.140) © 22Mar55; KK121078.

Look, low-cost vinyl tile floor that never needs waxing. KenFlor vinyl tile. (In American home, July 1955) © 5Jun55; KK118404.

Looks like luxurious cork. It's Corktone, a new development in asphalt tile flooring. (In Ladies' home journal, Aug. 1955) © 28Jul55; KK118406.

Smartest fashion in low-cost floors, new Kentile Carnival ... smartest new style in asphalt tile. (In The Saturday evening post, Sept. 10, 1955) © 6Sep55; KK118405.

KENWORTHY EDUCATIONAL SERVICE, INC. ©

Ruled letter cards. No.1590. Over 500 pieces printed in manuscript style. Label. Appl. author: Bertha S. Butler. © 25May56; KK118687.

KERR-MCGEE OIL INDUSTRIES, INC. ©

I'm the only man who can offer you Engin-Surance. Deep Rock motor oil. (In Green Bay press gazette, Apr. 27, 1956, p.9) Appl. author: Winius-Brandon Co. © 27Apr56; KK119295.

Only your Deep Rock man can attach this tag because only Deep Rock offers Engin-Surance. Motor oil. (In Green Bay press gazette, May 4, 1956, p.11) Appl. author: Winius-Brandon Co. © 4May56; KK119294.

KERSKER, INC. ©

May I introduce myself, and the car that puts the accent on you. 1957 Oldsmobile. Folder. Appl. author: William H. Kersker, Jr. © 12Dec56; KK121861.

KETCHPEL ENGINEERING CO. ©

Rapid-Flo, low cost quick opening drain valve. Sheet. Appl. author: Paul A. Ketchpel. © 28Nov56; KK121860.

KETCHUM, CLIFF.

Doodle page of the month. Page 1, series 7. SEE Craftool Co.

KIKI UNDIES CORP. ©

Nylon Kiki panties. Label. Appl. author: Donald Wise. © 24Feb56; KK121524.

KIMBERLY-CLARK CORP. ©

Did you ever? by Little Lulu. Barbecue scene. Kleenex tissues. (In Look, Aug. 7, 1956, p.5) Appl. author: Winifred Snyder. © 24Jul56; KK119216.

Did you ever? by Little Lulu. Car scene. Kleenex tissues. (In Life, July 9, 1956, p.3) Appl. author: Winifred Snyder. © 6Jul56; KK118044.

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American Geographical Society. (Essays on Doorways to American culture, by Paul M. Angle & Earl Schenck Miers, no.10) (In Publishers' weekly, Oct. 1, 1956, p.1723) © 1Oct56; KK119996.

American Philosophical Society. (Essays on Dorways to American culture, by Paul M. Angle & Earl Schenck Miers, no.6) (In Publishers' weekly, June 11, 1956, p.2551) Appl. author: Earl Schenck Miers. © 11Jun56; KK117979.

The Historical Society of Pennsylvania. (Essays on Doorways to American culture, by Paul M. Angle & Earl Schenck Miers, no.11) (In Publishers' weekly, Nov. 5, 1956, p.2147) © 5Nov56; KK120933.

The Minnesota Historical Society. (Essays on Doorways to American culture, by Paul M. Angle & Earl Schenck Miers, no.7) (In Publishers' weekly, July 2, 1956, p.79) Appl. author: Paul M. Angle. © 2Jul56; KK117941.

New York Historical Society. (Essays on Doorways to American culture, by Paul M. Angle & Earl Schenck Miers, no.12) (In Publishers' weekly, Dec. 3, 1956, p.2453) © 3Dec56; KK121532.

The State Historical Society of Wisconsin. (Essays on Doorways to American culture, by Paul M. Angle & Earl Schenck Miers, no.9) (In Publishers' weekly, Sept. 3, 1956, p.1007) © 3Sep56; KK119441.

United States Congress. (Essays on Doorways to American culture, by Paul M. Angle & Earl Schenck Miers, no.8) (In Publishers' weekly, Aug. 6, 1956, p.647) © 6Aug56; KK118759.

KINSEY DISTILLING CORP. t.a. KULOV DISTILLERS CO. SEE Kulov Distillers Co.

KIRK (ROBERT) LTD. ©

The British Turncoat, by Aquascutum of London. Men's wearing apparel. © 22Aug56; KK119324.

KLEESONS, INC. ©

Graceful, open and airy wrought iron. Catalog A-6. Folder. Appl. author: K. Fred Klee. © 19Apr56; KK117785.

How to select proper step rail. Sheet. Appl. author: K. Fred Klee. © 22Feb56; KK117784.

KLEIN, ABRAHAM. ©

Junior miss dressmaker's cobbler and sewing kit. Label. © 2Jul56; KK118467.

KODAK HAWAII, LTD. ©

Authentic music from the Kodak hula show. Long play record. Label. © 14Sep56; KK121626.

KOTZIN, TOBIAS d.b.a. A-1 MANUFACTURING Co. SEE A-1 Manufacturing Co.

KRAEG GAMES, INC. ©

Dabbit Rabbit, decoration for Easter, parties, baskets. 3 rabbits. Label. Appl. author: Walter Herbert Busch. © 15Oct56; KK120766.

KU-DO CO.

Ku-Do, educational play blocks. Label. © Ku-Do Co., solely owned by Kostanty Ankudowich, 1May56; KK117842.

KULOV DISTILLERS CO.

Kulov vodka. Label. © Kinsey Distilling Corp. t.a. Kulov Distillers Co.; 13Nov53; KK117875.

KWIKSET SALES & SERVICE CO. ©

Kwikset 400 line locksets & accessories. Pamphlet. Appl. author: Richard E. McFarland. © 2Jul56; KK119141.

KYBERNETES CORP., division of SELF WINDING CLOCK CO., INC. SEE Self Winding Clock Co., Inc.

L

LADY ESTHER DIVISION OF CHEMWAY CORP. SEE Chemway Corp.

LAMB, BERNARD.

One for the road. Foods, beverages & coffee. Sheet. © Bernard D. Lamb a.k.a. Bernard Lamb; 27Jul56; KK119524.

LAMBERT-HUDNUT DIVISION, WARNER-LAMBERT PHARMACEUTICAL CO. SEE Warner-Lambert Pharmaceutical Co.

LANDERS, FRARY & CLARK. ©

Enjoy real iced coffeetime, buy a Universal Coffeematic and get this beautiful sunbrella set for only $9.95. (In Holiday, July 1956, p.132-133) Appl. author: Goold & Tierney, Inc. © 19Jun56; KK117750.

Get your share of dollars from dreamland with the new Universal automatic blankets ... (In Electrical merchandising, Aug. 1956, p.50-51) Appl. author: Goold & Tierney, Inc. © 10Aug56; KK119085.

It's a dream world under the new thermostatless Universal automatic blanket with two exclusive and wonderful features. (In Bride's magazine, winter 1956, p.47) Appl. author: Goold & Tierney, Inc. © 15Oct56; KK120059.

It's new. It's revolutionary. It's the colorful Universal pour-easy vacuum bottle. (In Look, Oct. 2, 1956, p.74) Appl. author: Goold & Tierney, Inc. © 18Sep56; KK119543.

LANDERS, FRARY & CLARK. © Cont'd.

New, colorful, exclusive. Universal pour-easy vacuum bottles with 8 revolutionary new features. (In Hardware world, Aug. 1956, p.33-34) Appl. author: Goold & Tierney, Inc. © 10Aug56; KK119123.

Shop early, make Christmas easier for both of us. Join the Universal Santa Claus Club, win $25,000 in prizes. Universal electrical appliances. (In Collier's, Nov. 23, 1956, p.88-89) Appl. author: Goold & Tierney, Inc. © 8Nov56; KK120951.

Universal presents the Santa Claus Club, a sensational merchandising plan with $25,000 in prizes to bring in customers. Universal electric housewares. (In Retailing daily, July 10, 1956, housewares section, p.72-73) Appl. author: Goold & Tierney, Inc. © 10Jul56; KK118070.

LANDWIRTH, CHARLES d.b.a. BOWL RITE MANUFACTURING CO. SEE Bowl Rite Manufacturing Co.

LANTZ, WALTER. ©

What a salesman, and he's working just for you. Woody Woodpecker Bar-B-Cue products. Folder. Appl. author: Elliott V. Bogert. © 1Aug56; KK118983.

LA PINE (ARTHUR S.) & CO. ©

Leybold crystal lattice models. Visual aid models. Folder. Appl. author: Arthur S. La Pine. © 1Dec56; KK121905.

LARSEN CO. ©

Layer-Pak, 5 separated vegetables. Net weight 1 lb. Label. Appl. author: The United States Printing & Lithograph Co. © 1Aug56; KK120034.

Veg-All, peas and carrots. 1 lb. net wt. Label. Appl. author: The United States Printing & Lithograph Co. © 1Aug56; KK119891.

LATON, INC. ©

Laton slip resistant shoe grip. Liquid coating. 6 fl. oz. Label. Appl. author: M. Dan Geller. © 17Sep56; KK121872.

LAVORIS CO. ©

Lavoris, mouthwash and gargle, the sparkling red mouthwash that tastes good - does good. Direction wrapper. Sheet. NM: restyled as to art work. © 15Sep56; KK119573.

LAWNLITE CO. ©

Color is king, and carrying out the dictates of 1957. Aluminum outdoor furniture. 17 p. © 5Oct56; KK121089.

LAZARUS, FRED, JR.

Should your child go into retailing? SEE New York Life Insurance Co.

LEA MANUFACTURING CO. ©

Cleanegg compound. The practical way to clean eggs. Label. Appl. author: Leo J. Bakinow. NM: rev. artwork & copy. © 15Sep56; KK121085.

Lea compound Plasticlad. Greaseless abrasive composition for satin finishing, burring, buffing and polishing. Label. Appl. author: Leo J. Bakinow. NM: rev. artwork & copy. © 2Jul56; KK121084.

LEEKO MANUFACTURING CO., INC. t.a. FOAM RUBBER CENTER. SEE Foam Rubber Center.

LEHIGH, INC. ©

Now, for the first time, a break for every location ... The new Lehigh Take-A-Break dispenser brings the coffee-break as close as the water cooler. Sheet. Appl. author: Mack Leblang Co. © 19Sep56; KK120428.

LENIZ TOOL MANUFACTURING CO., INC. ©

A twist with the rist. Thimble screwdrivers; socket wrenches. Letterhead. © 30Jul56; KK120765.

LENNOX INDUSTRIES, INC. ©

A brand name alone is not enough for heating and air conditioning satisfaction. Comfort Craftsman. (In Parents' magazine, Dec. 1956, p.15) © 13Nov56; KK121193.

Creams and curlers can help, but true beauty comes out of the air. Lennox all-season air conditioning. (In Vogue, Dec. 1956, p.84) © 1Dec56; KK121839.

Life's so bright when the air's just right with Lennox all-season air conditioning. [Father & small daughter playing] (In House beautiful, Feb. 1956, p.14-15) © 20Jan56; KK120214.

Life's so bright when the air's just right with Lennox all-season air conditioning. [Girl & two fellows at piano] (In The American home, June 1956, p.125) © 25May56; KK120218.

Life's so bright when the air's just right with Lennox all-season air conditioning. [Housewife embracing husband] (In Good housekeeping, Mar. 1956, p.179) © 22Feb56; KK120238.

Life's so bright when the air's just right with Lennox all-season air conditioning. [Small boy being served at table] (In Parents' magazine, Apr. 1956, p.71) © 25Mar56; KK120209.

The startling facts about the new Lennox Stowaway air conditioner ... Air conditioning throughout your home for cigarette money. (In Popular mechanics, Apr. 1956, p.249) © 1Apr56; KK120205.

There's beauty in the air of a Lennox air conditioned home. (In Vogue, July 1956, p.31) © 1Jul56; KK120208.

LESLIE CREATIONS. ©

Appreciation of great music. Wrought iron accessories. Folder. Appl. author: John J. Leslie, Jr. © 23Aug56; KK119049.

LEVER BROS. CO. ©

A brand new look in beauty soap. Gayla. (In Troy, N. Y., times record) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Sep56; KK120317.

Chocolate crunch Sprycrust. Introducing Sprycrust, the first new idea in the history of piecrust. [Cocoa, chocolate bits, filling] Spry shortening. (In The Rhode Islander, Providence Sunday journal, Feb. 5, 1956, p.9) Appl. author: Foote, Cone & Belding. © 5Feb56; KK121772.

Chocolate crunch Sprycrust. Introducing Sprycrust, the first new idea in the history of piecrust. Spry shortening. (In The Rhode Islander, Providence Sunday journal, Feb. 19, 1956, p.6) Appl. author: Foote, Cone & Belding. © 19Feb56; KK121774.

Coffee pecan Sprycrust. Introducing Sprycrust, the first new idea in the history of piecrust. Spry shortening. (In San Francisco examiner, Mar. 1, 1956, p.24) Appl. author: Foote, Cone & Belding. © 1Mar56; KK121771.

Here's how to make the new Sprycrust, lemonade chiffon pie, with Knox sky-hi lemonade chiffon filling. (In Springfield republican, June 3, 1956, p.5) Appl. author: Foote, Cone & Belding. © 3Jun56; KK119714.

Here's how to make the new Sprycrust lemonade chiffon pie with Knox Sky-Hi lemonade chiffon filling. (In The Vermillion news, farm & home section, June 14, 1956, p.3) Appl. author: Foote, Cone & Belding. © 14Jun56; KK118443.

Here's how to make the new Sprycrust lemonade chiffon pie with Knox Sky-Hi lemonade chiffon filling. Shortening. (In Springfield republican, June 3, 1956, p.4-5) Appl. author: Foote, Cone & Belding. © 3Jun56; KK120380.

Honeyed peanut Sprycrust ... makes a honey of an ice cream pie. Shortening. (In Good housekeeping, July 1956, p.27) Appl. author: Foote, Cone & Belding. © 21Jun56; KK120382.

Introducing Sprycrust, simple but sensational. Chocolate crunch Sprycrust. (In Gratiot County herald, farm & home section, Feb. 16, 1956, p.3) Appl. author: Foote, Cone & Belding. © 16Feb56; KK118450.

Introducing Sprycrust, simple but sensational. Coffee pecan Sprycrust. (In Tazewell County news, farm & home section, Mar. 15, 1956, p.5) Appl. author: Foote, Cone & Belding. © 15Mar56; KK118449.

Introducing Sprycrust, simple but sensational. Save these Sprycrust recipes. (In Sunday news, Jan 8, 1956, p.22-23) Appl. author: Foote, Cone & Belding. © 8Jan56; KK118451.

Introducing Sprycrust, the first new idea in the history of piecrust. Chocolate crunch. Shortening. (In Sunday news, coloroto magazine, New York, Feb. 12, 1956, p.3) Appl. author: Foote, Cone & Belding. © 12Feb56; KK120325.

Introducing Sprycrust, the first new idea in the history of piecrust. Chocolate crunch Sprycrust. (In Providence Sunday journal, Feb. 19, 1956, p.6) Appl. author: Foote, Cone & Belding. © 19Feb56; KK119717.

Introducing Sprycrust, the first new idea in the history of piecrust. Chocolate crunch Sprycrust. (In The Rhode Islander, Providence Sunday journal magazine, Feb. 5, 1956, p.9) Appl. author: Foote, Cone & Belding. © 5Feb56; KK119713.

Introducing Sprycrust, the first new idea in the history of piecrust. Chocolate crunch Sprycrust; coffee pecan Sprycrust. Vegetable shortening. (In Sunday news, Jan. 22, 1956, p.26-27) Appl. author: Foote, Cone & Belding. © 22Jan56; KK118906.

Introducing Sprycrust, the first new idea in the history of piecrust. Chocolate scatter, honeyed peanut, mocha filbert Sprycrusts. 3 pieshells. (In The Rhode Islander, Providence Sunday journal magazine, Mar. 18, 1956, p.8) Appl. author: Foote, Cone & Belding. © 18Mar56; KK119715.

Introducing Sprycrust, the first new idea in the history of piecrust. Coffee pecan Sprycrust. (In The Rhode Islander, Providence Sunday journal magazine, Mar. 4, 1956, p.19) Appl. author: Foote, Cone & Belding. © 4Mar56; KK119712.

Introducing Sprycrust, the first new idea in the history of piecrust. Coffee pecan Sprycrust. Shortening. (In The Rhode Islander (Providence Sunday journal) Mar. 4, 1956, p.19) Appl. author: Foote, Cone & Belding. © 4Mar56; KK120826.

Introducing Sprycrust, the first new idea in the history of piecrust. Coffee pecan Sprycrust; pineapple coconut Sprycrust. Shortening. (In Sunday news, coloroto magazine, New York, Jan. 8, 1956, p.22-23) Appl. author: Foote, Cone & Belding. © 8Jan56; KK120823.

Introducing Sprycrust, the first new idea in the history of piecrust. Mocha pecan Sprycrust. (In Sunday news, Apr. 29, 1956, p.40) Appl. author: Foote, Cone & Belding. © 29Apr56; KK118442.

Introducing Sprycrust, the first new idea in the history of piecrust. Mocha pecan Sprycrust. Shortening. (In Sunday news, coloroto magazine, New York, Apr. 29, 1956, p.40) Appl. author: Foote, Cone & Belding. © 29Apr56; KK120822.

Introducing Sprycrust, the first new idea in the history of piecrust. Pineapple coconut, chocolate crunch, coffee pecan. Shortening. (In Sunday news, coloroto magazine, New York, Jan. 22, 1956, p.26-27) Appl. author: Foote, Cone & Belding. © 22Jan56; KK120824.

Mocha pecan pie mates. New mocha Sprycrust sensational with Nescafe mocha chiffon filling. (In The Clio messenger, farm & home section, Apr. 11, 1956, p.2-3) Appl. author: Foote, Cone & Belding. © 11Apr56; KK118441.

Mocha pecan pie mates. New mocha Sprycrust ... simple, but sensational. Spry vegetable shortening; Nescafe instant coffee. (In The Springfield Sunday republican, Apr. 8, 1956, p.6-7) Appl. author: Foote, Cone & Belding. © 8Apr56; KK120381.

Mocha pecan pie mates. (Spry pecan pie crust; mocha pie made with Nescafe) (In The Springfield Sunday republican, Apr. 8, 1956, p.6) Appl. author: Foote, Cone & Belding. © 8Apr56; KK119716.

Mocha pecan Sprycrust. Introducing Sprycrust, the greatest idea in the history of piecrust. Spry shortening. (In San Francisco examiner, Apr. 26, 1956, p.25) Appl. author: Foote, Cone & Belding. © 26Apr56; KK121770.

Pineapple coconut Sprycrust. Simple but sensational. Sprycrust is flavored piecrust. Spry shortening. (In The Rhode Islander, Providence Sunday journal, May 13, 1956, p.26) Appl. author: Foote, Cone & Belding. © 13May56; KK121773.

Sprycrust makes a honey of an ice cream pie. Honeyed peanut Sprycrust. Shortening. (In Sunday news, coloroto magazine, July 8, 1956, p.29) Appl. author: Foote, Cone & Belding. © 8Jul56; KK120821.

LEVY (HENRY S.) & SONS, INC. ©

Any bread's best when it's Levy's. (In The New York times, Oct. 8, 1956, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 8Oct56; KK121329.

Just can't wait for toasted Levy's cinnamon raisin bread. (In The New York times, Oct. 15, 1956, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 15Oct56; KK121330.

LEXINGTON NUTRITIONAL LABORATORY. ©

Equitone horse energiser. Complete vitamin-and-mineral supplement. Folder. Appl. author: Paul E. MacPherson. © 1Jun56; KK118575.

LEXTENSION LABORATORIES, INC. ©

Instructions to patient. Kimpack; Kleen-Stik. Stool specimen collection kit. Sheet. Appl. author: Gerald K. Ebbesen. © 1Dec55; KK120541.

LIBBY, MCNEILL & LIBBY. ©

Corn creole. Net weight 14 oz. Label. © 3Aug56; KK118997.

Frozen apple pie. Net wt. 1 lb. 8 oz. Label. © 26Sep56; KK121304.

Frozen cherry pie. Net wt. 1 lb. 8 oz. Label. © 26Sep56; KK121303.

Frozen chicken pie. Net weight 8 oz. Black label. © 24Sep56; KK120173.

Frozen fresh creme peas. Net weight 10 oz. Label. © 17Aug56; KK119403.

Frozen fresh cut green beans. Net weight 9 oz. Label. © 28Jul56; KK118800.

Frozen, minted, pineapple Juliet. Net wt. 10 oz. Label. © 4Oct56; KK120249.

Libby's concentrate for pink lemonade, frozen. Net 6 fl. oz. Label. © 19Jun56; KK118115.

New, Vim, vegetable juice cocktail. Net 1 quart 14 fl. oz. Label. © 25Sep56; KK120354.

LIBERTO, FRANK.

Frank don't wauna get rich. You won't get bit, buy at Frank's. Whiskies, wines, gins & liquors. (In The Commercial appeal, Aug. 22, 1956, p.25) © Frank J. Liberto; 22Aug56; KK119279.

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A-hunting she will go for more Rheingold customers. Miss Rheingold '56. Huntress. (In Connecticut beverage journal, Nov. 1956, p.182) Appl. author: Foote, Cone & Belding. © 1Oct56; KK121356.

Extra dry goes sailing along with Miss Rheingold at the helm. Hillie Merritt [in boating scene] (In Connecticut beverage journal, Aug. 1956, p.139) Appl. author: Foote, Cone & Belding. © 1Aug56; KK118781.

In June, millions of people turn to thoughts of Rheingold extra dry. Miss Rheingold; amusement Park. (In Connecticut beverage journal, June 1956, p.141) Appl. author: Foote, Cone & Belding. © 1Jun56; KK118109.

It's music to your ears, those September Rheingold sales. ⌈Miss Rheingold playing⌉ accordion. (In Connecticut beverage journal blue book, Sept. 1956, p.149) Appl. author: Foote, Cone & Belding. © 1Sep56; KK119711.

Miss Rheingold's strictly neutral, except about your beer sales. (In Connecticut beverage journal blue book, Oct. 1956, p.179) Appl. author: Foote, Cone & Belding. © 1Oct56; KK119942.

My beer is Rheingold, the dry beer, says Charles Coburn. (In Daily mirror, New York, Oct. 15, 1956, p.7) Appl. author: Foote, Cone & Belding. © 15Oct56; KK120269.

My beer is Rheingold, the dry beer, says Claudette Colbert. (In Daily mirror, New York, Oct. 22, 1956, p.7) Appl. author: Foote, Cone & Belding. © 22Oct56; KK120538.

My beer is Rheingold, the dry beer, says Cole Porter. (In Daily mirror, New York, Sept. 24, 1956, p.7) Appl. author: Foote, Cone & Belding. © 24Sep56; KK119710.

My beer is Rheingold, the dry beer, says David Wayne. (In Daily mirror, New York, May 21, 1956, p.9) Appl. author: Foote, Cone & Belding. © 21May56; KK118444.

My beer is Rheingold, the dry beer, says Dorothy Malone. (In Daily mirror, New York, June 18, 1956, p.7) Appl. author: Foote, Cone & Belding. © 18Jun56; KK118106.

My beer is Rheingold, the dry beer, says Hillie Merritt, Miss Rheingold 1956. Sailing. (In Daily mirror, New York, Aug. 6, 1956, p.7) Appl. author: Foote, Cone & Belding. © 6Aug56; KK118782.

My beer is Rheingold, the dry beer, says Hillie Merritt, Miss Rheingold 1956. "The rush is on," laughs lovely and talented ... (In Daily mirror, New York, July 9, 1956, p.7) Appl. author: Foote, Cone & Belding. © 9Jul56; KK118446.

My beer is Rheingold, the dry beer, says Hillie Merritt, Miss Rheingold 1956. [Toy] elephant & donkey [held by Miss Rheingold; dining scene] (In Daily mirror, New York, Oct. 29, 1956, p.9) Appl. author: Foote, Cone & Belding. © 29Oct56; KK120764.

My beer is Rheingold, the dry beer, says Joan Bennett. (In Daily mirror, New York, July 23, 1956, p.7) Appl. author: Foote, Cone & Belding. © 23Jul56; KK118448.

My beer is Rheingold, the dry beer, says Joan Fontaine. (In Daily mirror, New York, July 16, 1956, p.7) Appl. author: Foote, Cone & Belding. © 16Jul56; KK118447.

My beer is Rheingold, the dry beer, says Nancy Kelly. (In Daily mirror, New York, Sept. 17, 1956, p.7) Appl. author: Foote, Cone & Belding. © 17Sep56; KK119719.

My beer is Rheingold, the dry beer, says Nancy Olson. (In Daily mirror, New York, July 30, 1956, p.7) Appl. author: Foote, Cone & Belding. © 30Jul56; KK118780.

My beer is Rheingold, the dry beer, says Peter Arno. (In Daily mirror, New York, Oct. 1, 1956, p.7) Appl. author: Foote, Cone & Belding. © 1Oct56; KK119943.

My beer is Rheingold, the dry beer, says Raymond Massey. (In Daily mirror, New York, Oct. 8, 1956, p.7) Appl. author: Foote, Cone & Belding. © 8Oct56; KK120535.

My beer is Rheingold, the dry beer, says Sammy Kaye. (In Daily mirror, New York, June 25, 1956, p.7) Appl. author: Foote, Cone & Belding. © 25Jun56; KK118108.

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My beer is Rheingold, the dry beer, says Van Heflin. (In Daily mirror, New York, June 11, 1956, p.13) Appl. author: Foote, Cone & Belding. © 11Jun56; KK118107.

Pleasant summertime sound: The food's ready, and so is the Rheingold. (In Connecticut beverage journal, July 1956, p.129) Appl. author: Foote, Cone & Belding. © 1Jul56; KK118445.

This vote is no secret. Curtains and tap knobs. Rheingold. (In Daily mirror, New York, Nov. 5, 1956, p.9) Appl. author: Foote, Cone & Belding. © 5Nov56; KK121355.

Want to make an election prediction? Two men in tavern. Rheingold. (In Daily mirror, New York, Sept. 10, 1956, p.7) Appl. author: Foote, Cone & Belding. © 10Sep56; KK120200.

LIFE TIME PRODUCTS CORP.

Difficult, awkward work-positions in automotive servicing waste time and money. The Bay-Lift ... puts cars and trucks in 3 convenient working positions ... (In Automotive news, May 21, 1956, p.51) Appl. author: Robert J. McCallister. © Bay Manufacturing Division, Life Time Products Corp.; 21May56; KK118742.

No meter flag can go down while a cab is tied-up for service, but a Bay-Lift will get them both down and back on the street in a position-for-profit. (In Taxicab industry, Auto rental news, July 1956, p.7) Appl. author: Robert J. McCallister. © Bay Manufacturing Division, Life Time Products Corp.; 16Jul56; KK118744.

When it comes to air lifts, most mechanics and service shop operators prefer Bay, which is why the Bay line puts you in the best position-for-profit. (In Jobber topics, Mar. 1956, p.383) Appl. author: Robert J. McCallister. © Bay Manufacturing Division, Life Time Products Corp.; 15Mar56; KK118741.

With a Bay Lift under the car it's never a job, it's a position, a position-for-profit. (In Automotive news, Feb. 20, 1956, p.35) Appl. author: Robert J. McCallister. © Bay Lift Manufacturing Division, Life Time Products Corp.; 20Feb56; KK118740.

Your position-for-profit is just beginning when you deliver a Bay-Lift. (In Jobber topics, July 1956, p.209) Appl. author: Robert J. McCallister. © Bay Manufacturing Division, Life Time Products Corp.; 5Jul56; KK118743.

LISKER, NATHAN. ©

What's your number? Costume jewelry. Label. © 5Jun56; KK118907.

LITZLER (C. A.) CO., INC. ©

Simultaneous width control, selvage spacing and two-side fabric alignment automatically. Expand/aligner. Rubber coated fabric. Folder. Appl. author: C. A. Litzler. © 10Jul56; KK118964.

LIVINGSTON, PETER G., sole owner, ALSTON JEWELERS & MANUFACTURERS. SEE Alston Jewelers & Manufacturers.

LIZOTTE (D. J.) ASSOCIATES.

The Equity Plan. Life insurance. Folder. © Desmond J. Lizotte d.b.a. D. J. Lizotte Associates; 6Apr56; KK117930.

LIZOTTE, DESMOND J. d.b.a. D. J. LIZOTTE ASSOCIATES. SEE Lizotte (D. J.) Associates.

LOCAL TRADEMARKS, INC. ©

Bill Ding. Better your living. BD-OHI-2. Home improvement. Sheet. © 17Oct56; KK121147.

Bill Ding, see us first. BD-OHI-1. Home improvement. Sheet. © 17Oct56; KK121148.

LOCKE MANUFACTURING CO. ©

Custom railing order form. 6 p. Appl. author: Edward J. Kusel. © 20Jun56; KK117746.

Wrought iron railings, columns, and allied products. Appl. author: Edward J. Kusel. © 20Sep56; KK119890.

LODGE & SHIPLEY CO. ©

Series 0300 Lodge & Shipley steel squaring shears. 6 p. Appl. author: Samuel Schindler. © 1Jun56; KK118603.

Series 0800 Lodge & Shipley steel squaring shears. 6 p. Appl. author: Samuel Schindler. © 1Jun56; KK118559.

LOIBL, ROBERT B. d.b.a. HYDREX CO. SEE Hydrex Co.

LOS ANGELES BUICK DEALERS' ASSN. a.k.a. BUICK DEALERS' ASSN. SEE Buick Dealers' Assn.

LOS ANGELES SOAP CO. ©

Sun, for brighter family washes, instant laundry concentrate. Label. © 20Aug56; KK121004.

LO-TIN IMPORTS. ©

Happy Hotei legend. Jewelry. Label. Appl. author: Gloria Frances Wiggins. © 2Nov56; KK120775.

LOTION, IWAN L.

Hall's Stonecroft Babe. SEE Du Pont De Nemours (E. I.) & Co., Inc.

LOVE, RUSSELL J.

Pic-Kwick photonotes. Instructions in use of adjustable camera. Sheet. © Russell James Love; 18Nov56; KK121690.

LOVELOCK MUSIC CO.

Love Lock. Stationery & records. Label. © Dee Olsen, owner, Lovelock Music Co.; 1Sep56; KK120095.

LUDWIG MANUFACTURING CO., INC. ©

It's a Snap changing screens and storms when you use Ludwig Snap Fasteners. Sheet. Appl. author: Richard L. Peterson. © 24Aug56; KK119440.

Ludwig Snap Fasteners for storm windows and screens. Wholesale price list. Sheet. Appl. author: Richard L. Peterson. © 24Aug56; KK119439.

LUKENS STEEL CO. ©

Welded steel drier rolls. Lukenweld. (Lukenweld welded steel drier rolls) Pamphlet. © 2Jul56; KK118117.

LUMBER DEALERS MERCHANDISING SERVICE. ©

Lumber calculator for piece or lineal ft. pricing. Appl. author: Harold C. Walker. © 1Nov56; KK121661.

LUXOR LIGHTING PRODUCTS, INC. ©

Luxor Snow-Lite, 40W 2 x 3 Super Hexthode; save lighting dollars. Folder. Appl. authors: James B. Sommers & Robert J. Parks. © 28Jul56; KK118557.

Luxor, Super Hexthode, reflector fluorescents add usable light. Sheet. Appl. authors: James B. Sommers & Robert J. Parks. © 21Sep56; KK119621.

LYF-ALUM, INC. ©

Lyfalum. Aluminum walls. Folder. © 14Nov56; KK121274.

Lyfalum, aluminum siding. Never in history a side-wall so lovely, so lasting. Cards. © 6Nov56; KK121582.

Never in history a siding like this. Luxalum, aluminum wonder walls. Folder. © 6Nov56; KK121583.

LYRISH INSTANT FOODS.

Speedy Spud cakes. 3 light, crispy french fried instant potato pancakes. Label. © Joseph K. Schwartz d.b.a. Lyrish Instant Foods; 9May56; KK118007.

LYTLE NOVELTY CO. ©

Model guns, authentic replicas. 2 folders. Appl. author: Hazel Irene Lytle. © 10Sep56; KK121272.

M

MACA MANUFACTURING CO.

Add that final touch of beauty to your home with a Maca Adjusta mailbox standard. Folder. Appl. author: Dell Harbin. © Maca Manufacturing Co., Inc.; 14Sep56; KK120176.

MCAULAY, LEWIS C., sole owner, IDEAL CLEANING CO. SEE Ideal Cleaning Co.

MCCALL, F. P. ©

Swing ball. Game. Sheet. © 16Oct56; KK120621.

MCCARTHY, MARJORIE, I. H. MARSHALL, M. G. MARSHALL, IRL H. MARSHALL, JR., KATHERINE MARSHALL d.b.a. DURACLEAN CO. SEE Duraclean Co.

MCCORMICK & CO., INC. ©

McCormick dehydrated celery flakes. 5/16 oz. net wt. Label. © 27Jul56; KK121825.

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McCormick pumpkin pie spice. 1 1/4 ozs. net wt. Label. © 3Oct56; KK121821.

McCormick red food color. 1/2 fl. oz. Label. © 18Oct56; KK121820.

McCormick yellow food color. 1/2 fl. oz. Label. © 26Nov56; KK121818.

Make a tastier turkey dressing and a pumpkin pie with old-time flavor magic. Spices & seasoning. (In Every woman's, Nov. 1956, p.1) © 25Oct56; KK120623.

MCFADDEN LIGHTING CO. ©

Decorative lighting for theatres, night clubs, or other smart interiors requiring colorful decorative lighting. Publication no.T356. Folder. Appl. author: Howard File Sturgeon. © 16Jul56; KK118217.

MCGOWN (PEARL K.) INC. ©
Dear HooKrafTsman. Hooked rug pattern with instructions. Sheet. Appl. author: Pearl K. McGown. © 15Sep56; KK121086.
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MCGRAW ELECTRIC CO.
Brides prefer gifts from Toastmaster. Toasters, fry pans, waffle bakers & steam & dry irons. (In Bride's magazine, autumn 1956, p.70) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 15Jul56; KK120226.

Favorites like these stay hot 'n tasty for hours. The new Toastmaster hot-food server. (In Fountain & restaurant equipment directory, 1956, p.135) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 5Mar56; KK120229.

Get Toastmaster's Pension Plan for old equipment. Toasters & waffle bakers. (In Fountain & fast food, Apr. 1, 1956, p.52) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 1Apr56; KK120429.

Hurry, Toastmaster new-product special offers end August 31. Toasters, fry pans; waffle bakers & steam irons. (In Electrical merchandising, Aug. 1956, p.4) Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 5Aug56; KK120221.

Meet every prospect's needs with Toastmaster toasters from the smallest sandwich shop to the largest hotel. (In Restaurant equipment dealer, June 1956, p.9) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 25May56; KK120227.

Nourishing Toastmaster toast cuts food costs and provides quick energy. (In The Nation's schools, May 1956, p.105) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 20Apr56; KK120228.

Our Powermatic toasters give us both speed and perfect uniformity, says James Bertera. (In Hotel management, Aug. 1956, p.76) Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 5Aug56; KK120222.

A simple lesson in profit and loss. The new Toastmaster hot-food server. (In Restaurant management, July 1956, p.113) Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 1Jul56; KK120225.

6 new Toastmaster appliances. 3 introductory special offers. (In Electrical merchandising, July 1956, p.144-145) Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 1Jul56; KK120224.

Toastmaster hot-food servers assure piping-hot oven-fresh meals. (In The Modern hospital, July 1956, p.163) Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 1Jul56; KK120223.

MCKIERNAN-TERRY CORP. ©
McKiernan-Terry S-20 single-acting pile hammer. Bulletin 59A. Folder. Appl. author: Edgar Fabian Cohen. © 21Jun56; KK117737.

MCLENNAN, WILLIAM L., sole owner, NORTH WOODS COFFEE CO. SEE North Woods Coffee Co.

MCNEIL LABORATORIES, INC. ©
Flexin, orally effective lissive, meets the criteria for a skeletal muscle relaxant. 045. Pharmaceutical. Post card. © 10Oct56; KK120987.

Flexin, orally effective lissive, meets the criteria for a skeletal muscle relaxant. 046. Pharmaceuticals. Post card. © 15Oct56; KK120986.

Flexin, orally effective lissive, meets the criteria for a skeletal muscle relaxant. 049. Pharmaceutical. Post card. © 19Oct56; KK120989.

Flexin, orally effective lissive, meets the criteria for a skeletal muscle relaxant. 063. Pharmaceutical. Post card. © 17Oct56; KK120988.

MACY (R. H.) & CO., INC. ©
Once upon a time, there was a little snowman. Department store merchandise. (In The New York times, Dec. 25, 1955, p.11) © 25Dec55; KK121223.

MAGIC PLASTIC PRODUCTS, LTD. ©
Be prepared for a rainy day. Sparkle magic rain bonnet for mother and daughter. Card. Appl. author: William B. Ligorner. © 28Jun56; KK118469.

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Now available with all Magliner magnesium dock boards, Safe-T-Lane protection. Sheet. © 15Jun56; KK117801.

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Don't let sulphation and corrosion kill your battery. Lifetime Charge gives a permanent charge to your battery automatically. Label. Appl. author: Clayton M. Butler. © 20Oct56; KK121314.

Lifetime Charge gives a permanent charge to your battery. Label. Appl. author: Clayton M. Butler. © 20Oct56; KK121315.

Lifetime-Charge, What it is, what it does, why it works. Chemical battery charger. Sheet. Appl. author: Webster B. Harpman. © 15Oct56; KK120956.

You are charged with robbing yourself of hundreds of dollars in used car sale profits. Lifetime-Charge, chemical battery restorer. Sheet. Appl. author: Robert J. McCallister. © 6Sep56; KK119355.

MAID-EASY CLEANSING PRODUCTS CORP. ©
Maid-Easy coffee stain remover. Net weight 16 oz. Label. Appl. author: William M. Stein. © 15Aug56; KK119054.

MAIDENFORM BRASSIERE CO., INC. ©
I dreamed I was a work of art in my Maidenform bra. (In Vogue, Sept. 1, 1956) Appl. author: Norman, Craig & Kummel, Inc. © 1Sep56; KK121418.

I dreamed I was being followed in my Maidenform bra. (In Woman's day, Sept. 1956, p.3) Appl. author: Norman, Craig & Kummel, Inc. © 30Aug56; KK119490.

I dreamed I went up in a balloon in my Maidenform bra. (In The Ladies' home journal, June 1955, p.113) Appl. author: Norman, Craig & Kummel, Inc. © 20May56; KK121417.

I dreamed I went whistle-stopping in my Maidenform bra. (In Woman's day, Oct. 1956, p.99) Appl. author: Norman, Craig & Kummel, Inc. © 27Sep56; KK120207.

MALTEX CO., division of HEUBLEIN, INC. SEE Heublein, Inc.

MANCO WATCH STRAP CO., INC. ©
Lady's expansion watch band. Topps Products. Label. © 6Jan55; KK119469.

MANHATTAN SHIRT CO. ©
Brand-new arrival for Father's Day, Manhattan Whisper Batiste. Men's shirts & ties. (In Life, June 11, 1956, p.6) Appl. author: Billings Fuess, Jr. © 7Jun56; KK118212.

East meets West, in Signature prints designed by Manhattan. Men's and women's sportwear. (In Holiday, June 1956, p.2 of cover) Appl. author: Billings Fuess, Jr. © 17May56; KK118464.

Manhattan air-conditioned shirts. (In Time, May 28, 1956, p.35) Appl. author: Billings Fuess, Jr. © 23May56; KK118210.

Manhattan Checksheer sportshirts, colorful variations on a cool summer theme. (In Esquire, June 1956, p.53) Appl. author: Billings Fuess, Jr. © 10May56; KK118209.

Manhattan Dress 'N' Play, the dress shirt with sportshirt comfort. (In Time, June 4, 1956, p.5) Appl. author: Billings Fuess, Jr. © 30May56; KK118211.

May I ask who makes your underwear? Manhattan of course. (In Time, June 18, 1956, p.52) Appl. author: Billings Fuess, Jr. © 13Jun56; KK118213.

MANHEIM MANUFACTURING & BELTING CO. ©
Six reasons why Veelos adjustable V-belts are better for your drives. (In Chemical engineering, Sept. 1956, p.324) Appl. author: Van Sant, Dugdale & Co., Inc. © 20Aug56; KK119404.

MARATHON CORP. ©
Carlson-Frink, delicious ice cream; black walnut. Contents one half gallon. Label. © 10Sep56; KK119762.

Carlson-Frink, delicious ice cream; chocolate. Contents one half gallon. Label. © 10Sep56; KK119760.

Carlson-Frink, delicious ice cream; chocolate shower. Contents one half gallon. Label. © 7Sep56; KK119763.

Carlson-Frink, delicious ice cream; neapolitan. Contents one half gallon. Label. © 7Sep56; KK119759.

Carlson-Frink, delicious ice cream; strawberry. Contents one half gallon. Label. © 6Sep56; KK119757.

Carlson-Frink, delicious ice cream; vanilla. Contents one half gallon. Label. © 6Sep56; KK119761.

Carlson-Frink, delicious ice cream; White House. Contents one half gallon. Label. © 7Sep56; KK119758.

Carlson-Frink, delicious sherbet. Contents one half gallon. Label. © 7Sep56; KK119756.

Richter's Butter Krust sandwich enriched bread. Thin sliced. Net wt. 1 1/2 lbs. Label. © 16Jul56; KK118622.

MARIETTA METAL PRODUCTS CORP. ©

General heat, heating at its best. Folder. Appl. author: John Hancock. © 9Jul56; KK117995.

Magic-Heat, vertical fire-tube ... Steel heating unit. Folder. Appl. author: John Hancock. © 11Jun56; KK117994.

MARION ELECTRICAL INSTRUMENT CO. ©

Marion advancement in instrument design. Compactness in aircraft instrument mechanisms. MEP-2-D. (In Aviation age, June 1956, p.C-112) Appl. author: Culver Advertising, Inc. © 1Jun56; KK119055.

Marion advancement in instrument design. Gyro-like stability in aircraft instrument mechanisms. MEP-1. (In Aviation week, June 11, 1956, p.81) Appl. author: Culver Advertising, Inc. © 11Jun56; KK119056.

Marion advancement in instrument design. New Medalist null indicator. (In Electronics, June 1956, p.184) Appl. author: Culver Advertising, Inc. © 1Jun56; KK118917.

Where electronics meets the eye. Marion medalist meters. (In Electrical design news, Nov. 1956, p.11) Appl. author: Culver Advertising, Inc. © 1Nov56; KK121061.

MARKOE, RAPHAEL H. d.b.a. RHAM CO. SEE Rham Co.

MARMADUKE RECORDS, INC. ©

Marmaduke. EP M-1000. G90H-0594. Label. Appl. author: Melvin McKenzie. © 12Mar56; KK119304.

MARSH, JOHN D. ©

Do-it-yourself junior suicide kit. Drop Dead Novelty Co. Label. © 10Aug56; KK118980.

MARSHALL, I. H., M. G. MARSHALL, IRL H. MARSHALL, JR., KATHERINE MARSHALL, MARJORIE MCCARTHY d.b.a. DURACLEAN CO. SEE Duraclean Co.

MARSHALL, IRL H., JR., KATHERINE MARSHALL, MARJORIE MCCARTHY, I. H. MARSHALL, M. G. MARSHALL d.b.a. DURACLEAN CO. SEE Duraclean Co.

MARSHALL, KATHERINE, MARJORIE MCCARTHY, I. H. MARSHALL, M. G. MARSHALL, IRL H. MARSHALL, JR. d.b.a. DURACLEAN CO. SEE Duraclean Co.

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MARYKNOLL SISTERS.

The stories of the Holy Bible retold for Catholic children ... SEE Crawley (John J.) & Co., Inc.

MASSEY-HARRIS-FERGUSON, INC. ©

Ferguson external hydraulic control valves. The Ferguson tractor and Ferguson system implements. 7 p. Appl. author: Richard M. Rion. © 15Mar56; KK118768.

Ferguson moldboard plows. The Ferguson system of mechanized farming. Form 3-55A. 11 p. © Ferguson Division, Massey-Harris-Ferguson, Inc.; 9Nov56; KK121055.

The Ferguson subsoiler with pipe and cable layer. Form 3-16A. Farm equipment. Folder. © Ferguson Division, Massey-Harris-Ferguson, Inc.; 22Oct56; KK120456.

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Again in 1956. Indoor version. Folder. © Paul Masson, Inc. d.b.a. Paul Masson Vineyards; 8Nov56; KK121205.

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Awards again in 1956. Display poster. © Paul Masson, Inc. d.b.a. Paul Masson Vineyards; 1Nov56; KK121312.

Drink of cordiality, Masson Coffee Alaska. Folder. © 13Jul56; KK119684.

Gifts of the year by Paul Masson. Folder. © Paul Masson, Inc. d.b.a. Paul Masson Vineyards; 8Nov56; KK121203.

Paul Masson Venetian coffee. Rialto version. Brandy. Folder. © Paul Masson, Inc. d.b.a. Paul Masson Vineyards; 8Nov56; KK121201.

Paul Masson Venetian coffee. The Island of St. George version. Brandy. Folder. © Paul Masson, Inc. d.b.a. Paul Masson Vineyards; 8Nov56; KK121204.

Try Paul Masson, America's award winning wines for over 80 years. [Endorsed by] Louis Diat. (In The New York herald tribune, Nov. 14, 1956, p.20) © 14Nov56; KK121397.

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Save during Master's anniversary sale. Office supplies. Folder. Appl. author: Bruce Milliette Stephen. © 20Jul56; KK118486.

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Free to you, 5 exciting gifts just for finding out all about the Master Sunday-Bulletin Club. Church worship folders. Appl. author: Bruce Milliette Stephen. © 6Jul56; KK118207.

MASTERPIECE RINGS.

Masterpiece ladies' gift rings; Masterpiece men's gift rings. Folder. Appl. author: Hyman A. Massover. © Masterpiece Ring Co.; 1Aug56; KK119875.

MATHEWS, CLAUDE.

Penasepto, analgesic massage lotion, stainless, greaseless. Label. © Claude E. Mathews; 9Jun56; KK117990.

MATTHEWS (JAMES H.) & CO. ©

Announcing the big four, a completely new majestic series of memorials. Grave markers. Sheet. Appl. author: Jerome Robert Guckert. © James H. Matthews & Co. a.k.a. Matthews Memorial Bronze; 26Oct56; KK120814.

Regal Iris, Regal Rose, Regal Lily, Regal Palm. Family memorial. Grave markers. Sheet. © 9Nov56; KK121640.

Regal Iris, Regal Rose, Regal Lily, Regal Palm. Individual memorial. Grave markers. Sheet. © 9Nov56; KK121638.

Regal Iris, Regal Rose, Regal Lily, Regal Palm. Single vase companion memorial. Grave markers. Sheet. © 9Nov56; KK121637.

Regal Iris, Regal Rose, Regal Lily, Regal Palm. Single vase family memorial. Grave markers. Sheet. © 9Nov56; KK121639.

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MATTOX & MOORE, INC. ©

It doesn't cost, it pays to paste. New, improved, one-shot No-Brood. Veterinary compositions. (In The Poultryman, New Jersey ed., Nov. 30, 1956, p.10B) © 3Dec56; KK121584.

It's not too late for Tend-A-Wate 545 with Methimazole. Veterinary compositions. (In Turkey world, Oct. 1956, p.36) © 9Oct56; KK120368.

Prescribed for profits. It pays to paste with the Multi-Jector and Tend-A-Wate 537. Veterinary compositions. (In Broiler growing, Dec. 1956, p.30) © 3Dec56; KK121585.

Shoot for production. New, one shot, No-Brood. Veterinary composition. (In Turkey world, Dec. 1956, p.8) © 11Dec56; KK121680.

This quality chicken goes to market. Tend-A-Wate. Veterinary compositions. (In Broiler growing, Oct. 1956, p.55) © 4Oct56; KK120115.

You are the only one who can answer these questions. New, one-shot No-Brood. Veterinary compositions. (In The Poultryman, New England ed., July 20, 1956, p.2A) © 20Jul56; KK118402.

You can convert feed into flesh, flavor, finish, easily, economically with Tend-A-Wate. Veterinary compositions. (In American hatchery news, July 1956, p.59) © 3Jul56; KK117993.

MAXWELL, INC. SEE Pincus Bros.

MAY LETTER SERVICE.

Series of 6 mailing pieces, Savings family. Advertising for savings & loan associations. © May Letter Service, Alfred Hirsch, owner; 1Jun56; KK118399.

MAYBRUN MANUFACTURING CO. ©

Hook book, snelled fish hook holder. 24 snelled fish hooks. Label. Appl. author: J. Kenneth Bane. © 5Aug56; KK119080.

MAYDAY GAMES.

Dear Small Fry. (Pik-A-Blok; instructions) Label. © Joseph M. Poeschl d.b.a. Mayday Games; 20Jun56; KK118875.

Pik-A-Blok. Educational game. Label. © Joseph M. Poeschl d.b.a. Mayday Games; 20Jun56; KK118474.

MAYZIK, PETER PAUL, sole owner, MAYZIK PRODUCTS. SEE Mayzik Products.

MAYZIK PRODUCTS.

Conventional adaptor box (incorporated with) and plug-in switches and receptacles. Household electrical wiring devices. Label. © Mayzik Products, solely owned by Peter Paul Mayzik; 7Jun56; KK118181.

MEAD JOHNSON & CO. ©

New Pablum, high protein cereal, precooked for your baby ... 8 oz. net. Label. © 18Jun56; KK117907.

MEAD SPECIALTIES CO.

A few examples in Mead air power automation. Pamphlet. Appl. author: Theodore E. Mead. © Mead Specialties Co., Inc.; 15Jun56; KK119047.

MEERS, JEFFERSON. ©

Progressive golf. Folder. © 1Aug56; KK118762.

MEIER, FRED & MILDRED C. MEIER d.b.a. FRED & SAMMIE'S RIVERSIDE INN. SEE Fred & Sammie's Riverside Inn.

MEIER, MILDRED C. & FRED MEIER d.b.a. FRED & SAMMIE'S RIVERSIDE INN. SEE Fred & Sammie's Riverside Inn.

MELARD MANUFACTURING CORP. ©

At last, an aerator that never clogs. The new Mel-o-Flo self-cleaning jet-aerator. Catalog E. Sheet. Appl. authors: Sidney J. Shames & Harold Shames. © 1May56; KK118408.

Mel-o-Flo coolant-aerators. Models and price schedule. Catalog no.2. Sheet. Appl. authors: Sidney J. Shames & Harold Shames. © 10Feb56; KK118407.

New, jet-aerator with washing machine connector. Mel-o-Flo jet-aerator with rubber dual-adapter. Model no.104. Merchandising card and installation instructions. Label. Appl. authors: Sidney J. Shames & Harold Shames. © 8Apr55; KK118409.

Stop faucet splash. Mel-o-Flo jet-aerator for outside threaded faucets. Model no.100. Merchandising card and installation instructions. Label. Appl. authors: Sidney J. Shames & Harold Shames. © 28Apr55; KK118411.

Stop laundry room splash. Mel-o-Flo jet-aerator with hose end adapter. Model no.103. Merchandising card. Label. Appl. authors: Sidney J. Shames & Harold Shames. © 8Apr55; KK118410.

MELVILLE SHOE CORP. ©

Admiral "Jocko" Clark's uncensored report after first 30 days wearing Thom McAns. (In Buffalo evening news, Sept. 7, 1955, p.68) Appl. author: Ogilvy, Benson & Mather, Inc. © 7Sep55; KK120017.

Cartoonist Milton Caniff's frank report about month-long test of Thom McAns. (In Life, Nov. 14, 1955, p.179) Appl. author: Ogilvy, Benson & Mather. © 10Nov55; KK121438.

Gen. Chennault test-pilots Thom McAns 30 days, reports on their performance. (In Buffalo evening news, Sept. 15, 1955, p.12) Appl. author: Ogilvy, Benson & Mather, Inc. © 15Sep55; KK119932.

Sir Cedric Hardwicke speaks his mind on Thom McAns. (In Life, Mar. 19, 1956, p.11) Appl. author: Ogilvy, Benson & Mather. © 15Mar56; KK121437.

Thom McAn. Shoe cartons. Label. Appl. author: Frank C. Meyer Co., Inc. © 15Sep56; KK119973.

MERCHANDISE SELECTORS, INC. ©

4 reversible blankets; Warmwaite. Ad mat no.E-24. Sheet. Appl. author: Meyer Robbin. © 11Jul56; KK120634.

Free, Nappy koroseal bag; press-pix flash camera outfit. (Flash camera kit with nappy bag) Ad mat no.G-29. Sheet. Appl. author: Meyer Robbin. © 13Mar56; KK120633.

Hi-speed racer. (Jetmobile) Ad mat no.H-17. Sheet. Appl. author: Meyer Robbin. © 14May56; KK120632.

Mother's cupboard, heat proof, dinnerware. (45-pc. Cozy Corner dinnerware) Ad mat no.D-17. Sheet. Appl. author: Meyer Robbin. © 12Jun56; KK120637.

Save $20 ... Cannon & Beacon bedding ensemble. Ad mat E-19. Sheet. Appl. author: Meyer Robbin. © 19Jun56; KK120635.

Service for 12 or service for 8: 22KT gold decorated dinnerware; Luxury Rose. (Luxury Rose dinnerware, service for 8) Ad mat no. D-19. Sheet. Appl. author: Meyer Robbin. © 4May56; KK120636.

17-pc. Engineer, Jr. hi-way set. (Junior highway & motor fleet set) Ad mat no.H-20. Sheet. Appl. author: Meyer Robbin. © 22Jun56; KK120631.

Stainless steel cookware & tableware; 37 pc. set. Ad mat no.C-1. Sheet. Appl. author: Meyer Robbin. © 26Mar56; KK120638.

MERCK & CO., INC. ©

Announcing a superior new coccidiostat, NiCarbazin; provides complete coccidiosis protection ... in chickens. (In Poultry tribune, Mar. 1955, p.29) © 1Mar55; KK121627.

NiCarbazin service news. No.2. Numerous questions arise in growers' minds ... (In The Arkansas farmer, Oct. 1955, p.21) © 1Oct55; KK117766.

NiCarbazin, the superior coccidiostat provides complete coccidiosis protection ... in chickens. Folder. © 28May56; KK118699.

MERRIAM (G. & C.) CO. ©

Isn't this the Christmas to give your family the world's greatest reference book? Webster's new international dictionary, second edition. (In Harper's, Nov. 1956, p.99) © 30Oct56; KK121523.

MERROW MACHINE CO. ©

Class M Merrow machines for use on knitted outerwear and knitted underwear. Folder. Appl. author: John Merrow Washburn, Jr. © 27Sep56; KK119745.

Merrow butted seams. Sewing machines. Sheet. Appl. author: John Merrow Washburn, Jr. © 27Sep56; KK119744.

METCALF (GEORGE T.) CO. ©

New England traditional furniture group. Heritage of authentic craftsmanship since 1620. Label. © 29Jun56; KK118011.

METROPOLITAN LIFE INSURANCE CO. ©

Memo to a new president. (In Buffalo courier express, Sept. 2, 1955) Appl. author: Young & Rubicam, Inc. © 2Sep55; KK119914.

MICHIGAN CHEMICAL CORP. ©

For a versatile, multipurpose intermediate try TMCB. 1-bromo-3-chloropropane, Trimethylene Chlorobromide. (In Chemical & engineering news, June 11, 1956, p.2917) © 11Jun56; KK118248.

Pestmaster DDT easier to use, costs less to process. (In Agricultural chemicals, Aug. 1, 1956, p.103) © 1Aug56; KK120045.

MIDLAND COOPERATIVES, INC. ©

Anti-freeze sale at your Midland Cooperative. (In The Milwaukee journal, Oct. 14, 1956, p.13) Appl. author: William F. Eisner. © 14Oct56; KK120731.

Anti-freeze sale at your Midland Cooperative. (In Wisconsin agriculturist & farmer) Appl. author: William F. Eisner. © 6Oct56; KK120118.

Buy a 20 cubic foot freezer for the price of a 15 during Midland 3rd annual carload freezer sale. (In Wisconsin agriculturist & farmer, July 24, 1956, p.33) Appl. author: William F. Eisner. © 21Jul56; KK118401.

Drum lot oil sale. Save 8c per gallon on quality motor oil at your Midland cooperative. (In The Farmer, Aug. 4, 1956, p.31) Appl. author: William F. Eisner. © 4Aug56; KK118722.

How to get the most out of your heating system ... Midland Infra-Heat fuel oil. (In Wisconsin agriculturist & farmer, Sept. 1, 1956, p.40-41) Appl. author: William F. Eisner. © 1Sep56; KK119792.

Only Midland Infra-Heat fuel oil contains Miracle 5-way additive. (In The Farmer) Appl. author: William F. Eisner. © 20Oct56; KK120730.

Operation soil test. Fertilizer. (In Wisconsin agriculturist & farmer, Sept. 1, 1956, p.10) Appl. author: William F. Eisner. © 1Sep56; KK119793.

Save during Midland tire circus. (In Minneapolis Sunday tribune, June 24, 1956, p.7) Appl. author: William F. Eisner. © 24Jun56; KK117984.

Save 5% on all dairy feeds. (In Wisconsin agriculturist & farmer) Appl. author: William F. Eisner. © 15Sep56; KK119788.

Time to refill with Midland Infra-Heat fuel oil. (In The Milwaukee journal, July 29, 1956, p.8) Appl. author: William F. Eisner. © 29Jul56; KK118566.

Want 3-4 bottom plow power? You'll get it with Midland gasoline. (In Wisconsin agriculturist & farmer) Appl. author: William F. Eisner. © 15Sep56; KK119791.

Yes, for more heat, cleaner heat, greater economy, use Midland Infra-Heat fuel oil. (In Minneapolis Sunday tribune, Sept. 16, 1956, p.40) Appl. author: William F. Eisner. © 16Sep56; KK119742.

Yes, for more heat, cleaner heat, greater economy, use Midland Infra-Heat fuel oil. [Caricature of red sun with white rimmed glasses] (In Wisconsin State journal, Sept. 16, 1956, section 2, p.3) Appl. author: William F. Eisner. © 16Sep56; KK119790.

Yes, for more heat, cleaner heat, greater economy, use Midland Infra-Heat fuel oil. [Caricature of yellow sun with red rimmed glasses] (In The Milwaukee journal, Sept. 16, 1956, pt.4, p.14) Appl. author: William F. Eisner. © 16Sep56; KK119789.

You're right and Wisconsin farmers like yourself are all saying the same thing. Fuel oil & gas. (In Wisconsin agriculturist & farmer, Nov. 3, 1956, p.50) Appl. author: William F. Eisner. © 3Nov56; KK120967.

MIERS, EARL SCHENCK.

For works of which Earl Schenck Miers is the joint author. SEE Kingsport Press, Inc.

MILANI (LOUIS) FOODS, INC. ©

Campers clean their plates when meals are prepared with Milani's complete line of unusual fine food products for camps. Folder. © 9Mar56; KK119946.

MILANI (LOUIS) FOODS, INC. © Cont'd.

1890 fun salad ideas. French dressing. Folder. © 1May56; KK119315.

French dressing mix. This jar makes 1 gallon. Label. © 5Jun56; KK118233.

Instantly soluble powdered consomme bouillon enriched with vitamins. Net wt. 12 oz. Label. © 5Jun56; KK118234.

Powdered seafood cocktail sauce mix. Makes cocktail sauce with that fresh-fresh flavor. Net wt. 1 3/4 oz. Label. © 5Jun56; KK118235.

Want nones change to all gones when meals are prepared with Milani products. (In Buyers guide & camp directory, 1956, p.80) © 15Feb56; KK119945.

MILLAR, DWIGHT L. d.b.a. TEXAS MOTOR PARTS. SEE Texas Motor Parts.

MILLER (GLENN D.) CO. ©

Magic Lustr', self polishing furniture polish. 32 ounces. Label. Appl. author: Forrest L. Boyd. © 22Oct56; KK120913.

MILLER (MARTIN) CO.

Can you afford a white elephant? Remington Rand. Photo records and filing equipment. Sheet. © Martin Miller t.a. Martin Miller Co.; 4Sep56; KK121843.

White elephants must be controlled. Mahout. Remington Rand. Photo records and filing equipment. Sheet. © Martin Miller t.a. Martin Miller Co.; 4Sep56; KK121844.

White elephants require an ankus. Remington Rand. Photo records and filing equipment. Sheet. © Martin Miller t.a. Martin Miller Co.; 4Sep56; KK121842.

MILLER BREWING CO. ©

Best round of all. [Golf scene; waiters' hands extending tray with Miller High Life toward golfer] (In Parade, July 22, 1956, p.15) Appl. author: C. A. Mathisson. © 22Jul56; KK118282.

Don't be out at home. Miller High Life. (In The American weekly, Sept. 2, 1956, p.6) Appl. author: C. A. Mathisson. © 2Sep56; KK119179.

Double-barreled pleasure. Go first class with Miller High Life. Roast duck. [Hunters] (In American weekly, Oct. 28, 1956) Appl. author: C. A. Mathisson. © 28Oct56; KK120474.

Double-barreled pleasure. Miller High Life. Hunting ad. (In True, Sept. 1956, p.2 of cover) Appl. author: C. A. Mathisson. © 1Sep56; KK119178.

Finest label on any table. Waiter [showing bottle of Miller High Life to seated couple] (In The American weekly, Oct. 14, 1956, p.25) Appl. author: C. A. Mathisson. © 14Oct56; KK120270.

For the taste of your life, go first class with Miller High Life. Chicken. (In Life, Nov. 26, 1956, p.55) Appl. author: C. A. Mathisson. © 22Nov56; KK121817.

For the taste of your life, go first class with Miller High Life. Pizza. (In Life, Sept. 24, 1956) Appl. author: C. A. Mathisson. © 24Sep56; KK120066.

It's good. Miller High Life. Referee. (In The American weekly, Nov. 11, 1956, p.23) Appl. author: C. A. Mathisson. © 11Nov56; KK121103.

Keep cool with Miller High Life. [Man sitting in wheelbarrow holding beer glass; woman with feet in pool] (In The American weekly, Aug. 12, 1956, p.15) Appl. author: C. A. Mathisson. © 12Aug56; KK118892.

Pleasure to spare. For the taste of your life, go first class with Miller High Life. Bowling. (In American Legion, Nov. 1956, p.3 of cover) Appl. author: C. A. Mathisson. © 1Nov56; KK121310.

Pleasure to spare. You've racked up your first honor score ... Go first class with Miller High Life. Bowling. (In The American weekly, Nov. 25, 1956, p.17) Appl. author: C. A. Mathisson. © 25Nov56; KK121311.

Quality is always in good taste, good taste is always in Miller High Life. Kitchen. (In Esquire, Nov. 1956, p.121) Appl. author: C. A. Mathisson. © 8Oct56; KK120545.

Quality is always in good taste, good taste is always in Miller High Life. Store. (In Esquire, Sept. 1956, p.17) Appl. author: C. A. Mathisson. © 1Sep56; KK119091.

Steaks on the fire, Miller High Life on ice. [Night barbecue scene] (In The American weekly, Sept. 16, 1956, p.23) Appl. author: C. A. Mathisson. © 16Sep56; KK119796.

Terrific twosome, for the taste of your life. Miller High Life. [Couple shopping] (In The American weekly, Sept. 30, 1956) © 30Sep56; KK119845.

MILLER CO. ©

Lighting for accent ... Better lighting for a brighter America. Fixtures. (In Illuminating engineering, June 1956, p.31A) © 1Jun56; KK119099.

MILLER STUDIO, INC. ©

Catalog, wall plaques; 1956. Pamphlet. Appl. author: Richard Alan Miller. © 3Jan56; KK121614.

MILTON MANUFACTURING CO., INC. ©

The Milton pencil gage. Sheet. Appl. author: Milton I. Goldish. © 24Oct56; KK120614.

Milton service gage, the finest gage obtainable. Sheet. Appl. author: Milton I. Goldish. © 24Oct56; KK120615.

MILWAUKEE TRUCK CO., division of GLEASON CORP. SEE Gleason Corp.

MINE SAFETY APPLIANCES CO. ©

M-S-A Lira, infrared gas and liquid analyzers. Bulletin no.0705-2. Pamphlet. © 31Aug56; KK120181.

MINNESOTA MINING & MANUFACTURING CO. ©

All-around tape helper works for pennies a day. Scotch brand masking tape. One of more than 300 pressure-sensitive tapes for industry. (In Production, Aug. 1956, p.151) © 1Aug56; KK119127.

Automation? You name it, we'll tape it. Dispensers for Scotch brand tapes. (In Industrial packaging, June 15, 1956, p.11) © 15Jun56; KK119165.

Band them with Scotch brand, they'll stay banded. Cellophane tape. (In The Saturday evening post, Nov. 10, 1956, p.64) © 10Nov56; KK121897.

Colored stripes that roll on dry. Whether it is coding pipelines ... or sealing containers, Scotch brand plastic tape in colors does it faster, easier, cheaper. (In Newsweek, Aug. 13, 1956, p.101) © 13Aug56; KK119125.

Cover it with Scotch brand, it'll stay clean. Cellophane tape. (In American weekly (Boston advertiser) Nov. 11, 1956, p.16) © 11Nov56; KK121899.

Fixit tips with Scotch brand masking tape. Applies easily from cutter-edge carton. (In Progressive farmer, Aug. 1956, p.99) © 15Jul56; KK119126.

Fixit tips with Scotch colored plastic tape. Mend plastic rainwear; identify look-alike items ... (In Better homes & gardens, Oct. 1956, p.311) © 20Sep56; KK120675.

Fixit tips with Scotch 33 plastic electrical tape. Wrap frayed appliance cords ... Seal cracks in distributor caps ... (In Popular mechanics, Oct. 1956, p.340) © 1Oct56; KK120678.

Freezer tips with Scotch brand freezer tape. Seal out moisture. You can write on Scotch freezer tape. (In Progressive farmer, Sept. 1956, p.90) © 15Sep56; KK120679.

Mend it with Scotch brand, it'll stay mended. Cellophane tape. (In The Saturday evening post, Oct. 13, 1956, p.150) © 13Oct56; KK121898.

Mount it with Scotch brand, it'll stay mounted. Cellophane tape. (In American weekly (Baltimore American) Sept. 23, 1956, p.21) © 23Dec56; KK121896.

New low price on big rolls. Scotch brand cellophane tape. (In The Saturday evening post, Sept. 15, 1956, p.3) © 11Sep56; KK120676.

Rolls of color, hundreds of uses. Every department in your plant can use Scotch brand pressure-sensitive tapes in colors. (In Newsweek, May 7, 1956, p.70) © 7May56; KK118428.

Seal it with Scotch brand, it'll stay sealed. [Chocolate cake] (In The American weekly, June 24, 1956, p.34) © 24Jun56; KK118427.

Seal it with Scotch brand, it'll stay sealed. [Gloved hand sealing sandwich with cellophane tape] (In The American weekly, Sept. 2, 1956, p.14) © 2Sep56; KK119455.

Stretchy plastic tape in 6 colors. Scotch brand plastic tape. (In American home, Oct. 1955, p.138) © 25Oct55; KK119456.

Which Scotch brand tape do you need today? For sealing frozen food, for mounting photos ... Pressure sensitive tape. (In The American home, Aug. 1956, p.122) © 25Jul56; KK118426.

Which Scotch brand tape do you need, today? For sealing packages, for painting windows ... (In The American home, Oct. 1956, p.175) © 25Sep56; KK120677.

MRS. BAIRD'S BAKERIES, INC. ©

Early American enriched bread. Weight 1 lb. Label. Appl. author: William D. Baird. © 23May56; KK119005.

MITCHELL, JOHN B. & GLENN W. TRITLE forming the partnership TRITLE LABORATORIES. SEE Tritle Laboratories.

MODEL 'N MOLD CO.
Model 'n Mold, creative, instructive. Compound for handicraft & amusement purposes. Net contents 36 ounces. Label. © Absorene Manufacturing Co. d.b.a. Model 'n Mold Co.; 5Oct56; KK120605.

MOFFATT, CLINTON D. d.b.a. FASTIK. SEE Fastik.

MOHAWK FURNITURE FINISHING PRODUCTS, INC. ©
Repair of furniture finishes. Folder. Appl. author: Frank Donald Pabis. © 9Aug56; KK118971.

Repairing furniture finishes. Pamphlet. Appl. author: Frank Donald Pabis. © 12Nov56; KK121251.

MOLZAHN, WALTER.
Wafer cake tops; designs. Nos.1-145. Sheet. © Walter A. Molzahn; 22Aug56; KK119325.

MONSANTO CHEMICAL CO. ©
All guarantees its controlled suds will wash your clothes cleaner in any type of automatic washer. Laundry detergent. (In Sunset, Aug. 1956, p.121) Appl. author: Needham, Louis & Brorby, Inc. © 25Jul56; KK119610.

All is first in profit, fourth in volume. Laundry detergent. (In Food topics, July 9, 1956, p.57) Appl. author: Needham, Louis & Brorby, Inc. © 9Jul56; KK119626.

All is first in profit, fourth in volume. Laundry detergent. (In Progressive grocer, July 1956, p.82-83) Appl. author: Needham, Louis & Brorby, Inc. © 1Jul56; KK117992.

New super rinse, All, prescribed for automatic washers. Net weight 1 lb. 8 oz. Detergent. Label. © 14Aug56; KK119741.

Unless clothes rinse clean, they're just part clean. [Father holding baby, 2 children beside him] All. Laundry detergent. (In Sunset, May 1956, p.222-223) Appl. author: Needham, Louis & Brorby, Inc. © 25Apr56; KK117817.

MOORES (H. C.) CO. ©
It's here, wonderful new instant creamer for those who love fresh cream and modern convenience. For easier summer living ... Pream. (In Better homes & gardens, Aug. 1956, p.27) Appl. author: Benton & Bowles, Inc. © 25Jul56; KK119608.

It's here, wonderful new instant creamer, for those who love fresh cream and modern convenience. For easier summer living ... Pream. (In Ladies' home journal, July 1956, p.114) Appl. author: Benton & Bowles, Inc. © 29Jun56; KK119958.

It's here, wonderful new instant creamer for those who love fresh cream and modern convenience. Pream is made entirely from fresh sweet cream ... (In Look, May 15, 1956, p.73) Appl. author: Benton & Bowles, Inc. © 15May56; KK119613.

Let us give you 50¢ to introduce you to new Pream, wonderful new coffee creamer. (In Sunset, July 1956, p.103) Appl. author: Benton & Bowles, Inc. © 25Jun56; KK119836.

Special Pream offer ... Free gift worth 98¢. Dairy product. (In Sunset, July 1956, p.103) Appl. author: Benton & Bowles, Inc. © 25Jun56; KK119607.

MORGAN DEVELOPMENT LABORATORIES. ©
Red Raven movie records. Label. © 8Jun56; KK117952.

MORISON, FRANCIS R. ©
Service to match your needs. Advertising service for banks & other financial institutions. Card. Appl. author: Edward A. Otterman. © 14Aug56; KK119223.

MORRELL (JOHN) & CO.
A good meat department is the heart of successful food retailing. Morrell Pride meats. (In IGA grocergram, Nov. 1956, p.16) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Meats Division; 1Nov56; KK120966.

Hitting Chicagoland Nov. 15: This 2nd in the series of great consumer sales drives on Red Heart dog food. (In Food mart news, Nov. 1, 1956, p.11) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 1Nov56; KK120838.

Just the ticket for tonight; Morrell Pride frozen buttered beef steaks with the big beef taste. Appl. author: Campbell-Mithun. © John Morrell & Co., Frozen Meats Division; 16Aug56; KK119083.

More and more breeders are switching to Red Heart because Red Heart helps keep dogs young longer. Dog food. (In Dog world, Dec. 1956, p.4 of cover) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 1Dec56; KK121539.

New way to enjoy juicy, smoked ham. Morrell's chopped, boneless, ham sticks. Morrell Pride frozen meats. (In Sioux City journal-tribune, June 28, 1956, p.14) Appl. author: Campbell-Mithun. © John Morrell & Co., Frozen Meat Division; 28Jun56; KK117816.

Ready to serve chop chop. Morrell Pride frozen pork or beef Tasteez. Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Frozen Meats Division; 13Sep56; KK119653.

Red Heart helps keep your dog young longer. Dog food. (In Sunday news, Oct. 28, 1956, p.33) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 28Oct56; KK120776.

Red Heart helps keep your dog young longer. Reddy says: Watch me go, I'm really livin', now. Dog food. (In The Pittsburgh press, Oct. 23, 1956, p.12) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 23Oct56; KK120904.

Red Heart helps keep your dog young longer. 3-way protein diet. (In The Washington post & times herald, Oct. 24, 1956, p.C-14) Appl. author: Campbell-Mithun, Inc. © Red Heart Division, John Morrell & Co.; 24Oct56; KK121088.

Try Morrell's new frozen chops. Juicy pork or tender beef, Tasteez. Boneless, breaded, ready to cook. (In Lincoln evening journal, Nov. 8, 1956, p.12) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Frozen Meats Division; 8Nov56; KK121062.

When you're hungry for ham in a hurry, Morrell Pride frozen ham sticks, real smoked ham. Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Frozen Meats Division; 13Sep56; KK119654.

MORRIS (PHILIP) INC. ©
At last: a mentholated cigarette everyone can enjoy, new Spud with a filter. Farmer [drinking from dipper] (In Life, Oct. 15, 1956, p.9) Appl. author: Ogilvy, Benson & Mather, Inc. © 11Oct56; KK121642.

At last: a mentholated cigarette everyone can enjoy, new Spud with a filter. [Farmer in straw hat drinking from dipper] (In Los Angeles times, July 25, 1956, p.14) Appl. author: Ogilvy, Benson & Mather, Inc. © 25Jul56; KK118690.

At last: a mentholated cigarette everyone can enjoy, new Spud with a filter. [Man under] shower. (In The Saturday evening post, Oct. 13, 1956, p.17) Appl. author: Ogilvy, Benson & Mather, Inc. © 9Oct56; KK121641.

At last, a mentholated cigarette everyone can enjoy, new Spud with a filter. Surveyor. (In Los Angeles times, Aug. 17, 1956, pt.1, p.10) Appl. author: Ogilvy, Benson & Mather, Inc. © 17Aug56; KK119354.

At last: a mentholated cigarette everyone can enjoy, new Spud with a filter. Tennis [player drinking out of dipper] (In Collier's, Oct. 26, 1956, p.29) Appl. author: Ogilvy, Benson & Mather, Inc. © 11Oct56; KK121644.

From Philip Morris, four new blends in crush proof boxes. Spud, Philip Morris, Parliament, Marlboro cigarettes. (In Vend, Dec. 1956, p.185) Appl. author: Ogilvy, Benson & Mather, Inc. © 3Dec56; KK121635.

Gentleness means so much. [Wife sewing on button for husband with cigarettes in his hand] (In The Saturday evening post, Mar. 17, 1956, p.105) © 13Mar56; KK120689.

New filter Spud, freshens the smoke something wonderful. Cigarettes. Lumberjack. (In Collier's, Dec. 7, 1956, p.73) Appl. author: Ogilvy, Benson & Mather. © 21Nov56; KK121646.

New filter Spud, freshens the smoke something wonderful. Cigarettes. Surveyor picture. (In Collier's, Nov. 9, 1956, p.79) Appl. author: Ogilvy, Benson & Mather, Inc. © 25Oct56; KK121645.

New, menthol Spud filter tip cigarettes. 4 color package. (In The Saturday evening post, Nov. 17, 1956, p.54) Appl. author: Ogilvy, Benson & Mather, Inc. © 13Oct56; KK121643.

New Philip Morris made gentle for you. [Wife with cigarette; husband zipping her dress] (In The New Yorker, Jan. 7, 1956, p.4 of cover) © 5Jan56; KK120690.

Try new Spud. Menthol, filter tip cigarettes. 4 color package of Spud. (In The Evening bulletin, Philadelphia, Dec. 3, 1956, p.10) Appl. author: Ogilvy, Benson & Mather, Inc. © 3Dec56; KK121647.

MOTHER HUBBARD PRODUCTS CO. d.b.a. GOODRICH (G. A.) Co. SEE Goodrich (G. A.) Co.

MOUNT HOPE MACHINERY CO. ©

Mount Hope floating roll guide automatically and accurately guides without nipping. Sheet. Appl. author: Leydon Press. © 15Jul56 (in notice: 1954); KK119072.

Mount Hope precision guider and guiding equipment. Cloth, paper and plastic handling devices. 7 p. Appl. author: Leydon Press. © 15May56; KK119071.

New profit concepts. The story of modern machine teamwork in textile processing. Mount Hope System in textile & plastic industries. 12 p. Appl. author: Dickie-Raymond, Inc. © 15Jun56; KK119070.

Stop losing profits by keeping fabrics to full width. Free Wheeling expanders. Folder. Appl. author: Dickie-Raymond, Inc. © 15Jun56; KK119074.

Stop losing profits on spoiled yardage by taking a page from the book of Dan River Mills. Free Wheeling expanders. Folder. Appl. author: Dickie-Raymond, Inc. © 15Jul56; KK119073.

MOUNT VERNON PRESS. ©

Okay, Mt. Vernon Press, send that permanized newspaper newsclipping. Plastic lamination method. Sheet. Appl. author: Alfred W. Rohde, Jr. © 15Aug56; KK120543.

MUENCH-KREUZER CANDLE CO., INC. ©

Ecclesiastical appointments. Emkay candles. Catalog no.326. 15 p. © 7Sep56; KK120230.

MUSHROOM GROWERS ASSN. SALES CO. ©

Fairy Ring mushrooms. 6 oz. when packed. Label. Appl. author: Ferguson-Lander Box Co. © 22Nov56; KK121153.

MUSICAL MASTERPIECE SOCIETY, INC. ©

Amazing offer to owners of long-play phonographs. Here's a new way to build a High-Fidelity record collection at low cost. (In New York post, July 15, 1956, p.M16) © 15Jul56; KK118374.

MUTUAL BENEFIT HEALTH & ACCIDENT ASSN. ©

All dressed up, set to go, all with an easy mind. Mutual of Omaha. Insurance. (In Collier's, May 11, 1956, p.52-53) Appl. author: Bozell & Jacobs, Inc. © 26Apr56; KK121829.

Buy that new appliance with an easy mind. Mutual of Omaha. Insurance. (In Life, Sept. 10, 1956, p.165) Appl. author: Bozell & Jacobs, Inc. © 6Sep56; KK121827.

Buy your dream house with an easy mind. Mutual of Omaha. Insurance. (In Better homes & gardens, Mar. 1956, p.42-43) Appl. author: Bozell & Jacobs, Inc. © 21Feb56; KK121830.

How to play Santa with an easy mind. Mutual of Omaha. Insurance. (In The Saturday evening post, Nov. 24, 1956, p.101) Appl. author: Bozell & Jacobs, Inc. © 20Nov56; KK121826.

I promised the kids we could go to the lakes; I told Betty we'd get the new car. Mutual of Omaha. Insurance. (In Look, Apr. 3, 1956, p.56-57) Appl. author: Bozell & Jacobs, Inc. © 20Mar56; KK121828.

Redecorate, refurnish, remodel, all with an easy mind. Mutual of Omaha. Insurance. (In Better homes & gardens, Oct. 1956, p.243) Appl. author: Bozell & Jacobs, Inc. © 20Sep56; KK121831.

MUTUAL CITRUS PRODUCTS CO. ©

How to use Jelsweet concentrated liquid sweetner. M.C.P. 10 p. © 26Oct56; KK121399.

Jelsweet concentrated liquid sweetner. M.C.P. Contents 4 1/2 fl. oz. Label. © 26Oct56; KK121400.

Now, make dietetic jams, jellies ... with concentrated M.C.P. low sugar liquid pectin. 21 p. © 26Oct56; KK121401.

MUTUAL PRODUCTS CO. ©

Put extra pounds on your calves. Dairyade. (In United Farmers of New England news, Oct. 1956, p.11) Appl. author: Kenneth F. Long. © 3Oct56; KK121302.

Year after year after year. Dairyade. Calf food. (In Milwaukee milk producer, Nov. 1956, p.8) Appl. author: Kenneth F. Long. © 10Nov56; KK121476.

MYSTIK ADHESIVE PRODUCTS. ©

Christmas home decorations you can make with Mystik brand tape. Self-Stik cloth. (In Home, Los Angeles times magazine section, Nov. 25, 1956, p.54) Appl. author: George H. Hartman Co. © 25Nov56; KK121482.

Mystik brand tape, Self-Stik cloth, is for back-to-school. (In Chicago Sunday tribune, Sept. 9, 1956, magazine section, p.52) Appl. author: George H. Hartman Co. © 9Sep56; KK119442.

The perfect abrasion barrier. Protecto-Mask guards against costly damage to finished aircraft surfaces. Mystik brand tape. (In Aviation age, Oct. 1956, p.150) Appl. author: George H. Hartman Co. © 1Oct56; KK120215.

Proved by 2 years' rugged service. New electrical tapes by Mystik. (In Aviation age, Nov. 1956, p.38) Appl. author: George H. Hartman Co. © 31Oct56; KK121786.

MYZON, INC. ©

Exclusive Myzon formula in drinking water helps stop hot weather laying slumps. Poultry builder. Sheet. Appl. author: Arthur Meyerhoff & Co. © 28Jun56; KK117758.

Newly formulated poultry feed fortifier. Folder. Appl. author: Arthur Meyerhoff. © 13Sep56; KK119502.

You don't change feeding program. Poultry feeding supplement. Folder. Appl. author: Arthur Meyerhoff & Co. © 13Sep56; KK119501.

N

N. W. SCRIP CO., INC.

Ride - park. Transit parking coupon. Card. © Northwest Scrip Co., Inc.; 6Aug56; KK119298.

NAAS FOODS, INC. ©

Naas fresh-tomato juice. Tomato man character. Contents 1 qt. 14 fl. oz. Label. © 4Sep56; KK119839.

Naas Lemon Kist, fresh-tomato juice. Lemon face design. Contents 1 qt. 14 fl. oz. Label. © 4Sep56; KK119840.

NALLEY'S, INC. ©

Win words of praise contest trip to Europe. Buy a jar of Praise ... all-purpose dressing for salads and sandwiches. (In Oregon journal, July 18, 1956, p.2-3) Appl. author: Frederick deKrafft Sprague. © 18Jul56; KK119166.

NATIONAL BISCUIT CO.

Now, Dromedary combines its historic recipes with stay-fresh magic. Yellow cake mix. (In Worcester, Mass. gazette, Oct. 4, 1956, p.16) Appl. author: Ted Bates Co., Inc. © Dromedary Co., a division of National Biscuit Co.; 4Oct56; KK119994.

Only Dromedary guarantees: No other cake tastes so good, yet stays so fresh, day after day. Devil's food mix. (In Worcester, Mass. gazette, Sept. 27, 1956, p.12) Appl. author: Ted Bates Co., Inc. © Dromedary Co., a division of National Biscuit Co.; 27Sep56; KK119995.

NATIONAL COTTON BATTING INSTITUTE.

Cotton-cushioned furniture holds you better, holds up better. (In House beautiful, Sept. 1955, p.5) Appl. author: Greenhaw & Rush, Inc. © National Cotton Batting Institute & National Cotton Council; 20Aug55; KK118096.

NATIONAL COTTON COUNCIL. SEE National Cotton Batting Institute.

NATIONAL CYLINDER GAS CO. ©

The insignia of integrity. NCG industrial gases. (In U. S. news & world report, Jan. 6, 1956, p.78) © 6Jan56; KK121531.

NATIONAL DAIRY QUEEN DEVELOPMENT CO. ©

Again it's Dairy Queen time. Spring opening today, Wednesday, February 29. Rider's, 936 Central Ave. Freshly frozen dairy food. (In The Charleston gazette, Charleston, W. Va., Feb. 29, 1956, p.14) Appl. author: Paul D. Graning. © 29Feb56; KK118829.

Bright, new emerald isle sundae, smooth marshmallow and perky mint. 822 Winchester Avenue. (In The Martinsburg journal, Martinsburg, W. Va., Mar. 16, 1956, p.7) Appl. author: Paul D. Graning. © 16Mar56; KK120917.

Bring Mom. Mother's Day treat. Strawberry shortcake. A big portion of tender cake, smooth Dairy Queen goodness and big, plump strawberries. Sam and Jayne Rue Stone. (In The Anderson Countian, Garnett, Kan., May 10, 1956, p.4) Appl. author: Paul D. Graning. © 10May56; KK118850.

Bring Mom. Mother's Day treat. Strawberry shortcake. Big, plump strawberries ... smooth Dairy Queen goodness atop a portion of tender cake. Highway 36 East. (In The Belleville telescope, Belleville, Kan., May 10, 1956, p.8) Appl. author: Paul D. Graning. © 10May56; KK118849.

Cherry pink, cheery drink, cherry prom, malts - shakes. Streamer. Appl. author: W. J. Henderson. © 10Jun56; KK120151.

Columbus discovered America but Dairy Queen discovered the Dilly. Highways 52 and 60. Freshly frozen dairy food. (In The Zumbrota News, Zumbrota, Minn., Oct. 11, 1956) Appl. author: Paul D. Graning. © 11Oct56; KK121428.

Columbus discovered America, you discover the Dilly bar. 601 East Villard. Freshly frozen dairy food. (In The Dickinson press, Dickinson, N. D., June 7, 1956, p.2) Appl. author: Paul D. Graning. © 7Jun56; KK120919.

The cone with the curl on top. Dairy Queen exclusive, ice milk. 3 oz. net. Label. Appl. author: W. J. Henderson. © 10Mar56; KK117822.

Dairy Queen cherry sundae. Streamer. Appl. author: W. J. Henderson. © 10Jun56; KK120152.

Dairy Queen exclusive, sandwich. 3 oz. net. Whole milk & sweet cream frozen food. Label. Appl. author: W. J. Henderson. © 10Mar56; KK117821.

Dairy Queen peanut butter malts and shakes. New flavor. Streamer. Appl. author: W. J. Henderson. © 10Jun56; KK120154.

Dilly sez: Take 'em home. Dilly bars. Whole milk & sweet cream frozen food. Streamer. Appl. author: W. J. Henderson. © 10Aug56; KK120159.

Dipped cones. Dairy Queen, 262 South Market St. Freshly frozen dairy food. (In East Palestine daily leader, East Palestine, Ohio, June 27, 1956, p.2) Appl. author: Paul D. Graning. © 27Jun56; KK120923.

Double good, Jack n' Jill sundae. Dairy Queen, 1110 - 25th Street. (In The Evening republican, Columbus, Ind., Aug. 30, 1956, p.7) Appl. author: Paul D. Graning. © 30Aug56; KK120686.

Dreamy, gleamy, Dairy Queen chocolate sundae. Poster. Appl. author: W. J. Henderson. © 10Aug56; KK120165.

Enchanting, black magic sundae. (In Nebraska City news-press, Nebraska City, Neb., Aug. 19, 1956, p.4) Appl. author: Paul D. Graning. © 19Aug56; KK120551.

Every Tom, Dick and Harry goes for wild cherry sundae. Dairy Queen, 419 N. Hickory St. -- Du Quoin. (In Du Quoin evening call, Du Quoin - Pinckneyville, Ill., July 20, 1956, p.8) Appl. author: Paul D. Graning. © 20Jul56; KK120573.

Every Tom, Dick and Harry goes for wild cherry sundae. Dairy Queen, 169 Main St. (In The Norwalk hour, Norwalk, Conn., July 7, 1956, p.5) Appl. author: Paul D. Graning. © 7Jul56; KK120926.

Exciting, delighting, inviting, Dairy Queen pineapple sundae. Poster. Appl. author: W. J. Henderson. © 10Jul56; KK120155.

Favorite of them all. Chocolate sundae. (In Fremont guide and tribune, Fremont, Neb., Apr. 13, 1956, p.11) Appl. author: Paul D. Graning. © 13Apr56; KK118842.

Feature of the week: Spectacular, malts and shakes, 19¢. (In The Evening sentinel, Shenandoah, Iowa, Aug. 22, 1956, p.8) Appl. author: Paul D. Graning. © 22Aug56; KK120548.

For a magic moment, coconut isle sundae. Poster. Appl. author: W. J. Henderson. © 10Jul56; KK120164.

For parties, snacks, TV, it's the DQ sandwich. Crisp, crunchy-good chocolate wafers with smooth Dairy Queen between. Freshly frozen dairy food. (In The Manhattan mercury, Manhattan, Kan., Mar. 11, 1956, p.13) Appl. author: Paul D. Graning. © 11Mar56; KK118830.

Freshly frozen masterpiece, strawberry sundae. Dairy Queen, 15th & S. Main. (In The Ottawa herald, Ottawa, Kan., May 19, 1956, p.6) Appl. author: Paul D. Graning. © 19May56; KK120578.

Freshly frozen masterpiece, strawberry sundae. Leo Phillips and Sons, Route 322 at Clarion Junction. (In The Derrick, Oil City-Franklin-Clarion, Pa., June 8, 1956, p.17) Appl. author: Paul D. Graning. © 8Jun56; KK120561.

Get a load of this pie a la mode with home-pak. Dairy Queen, 1317 N. Washington. (In The Junction City union, Junction City, Kan., June 16, 1956, p.7) Appl. author: Paul D. Graning. © 16Jun56; KK120575.

Get a load of this pie a la mode with home-pak. Imagine a big slab of your favorite pie and smooth Dairy Queen. 1000 Central. (In The Monett times, Monett, Mo., Apr. 6, 1956, p.3) Appl. author: Paul D. Graning. © 6Apr56; KK118838.

Get home sweet home-pak. Dairy Queen, 4206 Western Ave. Freshly frozen dairy food. (In The South Bend tribune, South Bend, Ind., May 30, 1956, p.25) Appl. author: Paul D. Graning. © 30May56; KK120580.

Get home, sweet, home pak. Dairy Queen, freshly frozen dairy food. (In Record herald, Waynesboro, Pa., May 18, 1956, p.5) Appl. author: Paul D. Graning. © 18May56; KK120563.

Get home, sweet home pak. Dairy Queen, W. Stuart Avenue. Freshly frozen dairy food. (In The Lake Wales news, Lake Wales, Fla., July 19, 1956, p.2) Appl. author: Paul D. Graning. © 19Jul56; KK120921.

Get home sweet home pak. For home treats anytime. 2000 So. Oneida St. Freshly frozen dairy food. (In Appleton post-crescent, Appleton-Neenah-Menasha, Wis., Apr. 17, 1956, p.4) Appl. author: Paul D. Graning. © 17Apr56; KK118843.

Golden good, butter pecan sundae. Dairy Queen, N. Main Street. (In Urbana daily citizen, Urbana, Ohio, June 8, 1956, p.3) Appl. author: Paul D. Graning. © 8Jun56; KK120564.

Great Scot. Whatta lot. Butterscotch. Smooth Dairy Queen generously ladled with flavor-rich butterscotch. 460 Connellsville St. (In The Morning herald, Uniontown, Pa., Mar. 31, 1956, p.8) Appl. author: Paul D. Graning. © 31Mar56; KK118837.

Great Scot. Whatta lot. Butterscotch sundae. Corner Fifth Ave. E. and Front. (In Ashland daily press, Ashland, Wis., May 17, 1956, p.8) Appl. author: Paul D. Graning. © 17May56; KK118853.

Hallowe'en party parade. Dilly, DQ sandwich, home-pak. Freshly frozen dairy food. Dairy Queen, Highways 52 & 60. (In Zumbrota news, Zumbrota, Minn., Oct. 25, 1956, p.6) Appl. author: Paul D. Graning. © 25Oct56; KK121559.

Hallowe'en party parade. Sundaes and milk shakes. Dairy Queen, Route 22. (In Dairy news, Oct. 23, 1956, p.8) Appl. author: Paul D. Graning. © 23Oct56; KK121560.

Hearty fall dish, Jack n' Jill sundae, snowy marshmallow, dusky chocolate. Corner Fifth Ave. E. and Front. (In Ashland daily press, Ashland, Wis., Sept. 20, 1956, p.6) Appl. author: Paul D. Graning. © 20Sep56; KK120924.

Hoot mon. Butterscotch. Smooth Dairy Queen generously ladled with flavor-rich butterscotch. 501 East Front St. (In Ashland daily press, Ashland, Wis., May 16, 1956, p.7) Appl. author: Paul D. Graning. © 16May56; KK118852.

Hot, cold? Get both, hot fudge sundae. (In The Gary post tribune, Gary, Ind., June 2, 1956, p.3) Appl. author: Paul D. Graning. © 2Jun56; KK120586.

Hula holiday, pineapple sundae. Dairy Queen, South Potomac at 9th, Waynesboro, Pa. (In Record herald, Waynesboro, Pa., Aug. 1, 1956, p.3) Appl. author: Paul D. Graning. © 1Aug56; KK120582.

Hula holiday, pineapple sundae. 994 E. Market St., Celina, O[hio] (In The Daily standard, Celina, Ohio, Aug. 10, 1956, p.9) Appl. author: Paul D. Graning. © 10Aug56; KK120577.

It's a happy homecoming with this. 1325 N. Penn. Freshly frozen dairy food. (In The Independence daily reporter, Independence, Kan., Oct. 17, 1956, p.7) Appl. author: Paul D. Graning. © 17Oct56; KK121427.

It's a happy homecoming with this butter pecan sundae. Highway 52 & 60. (In The Zumbrota news, Zumbrota, Minn., Oct. 4, 1956) Appl. author: Paul D. Graning. © 4Oct56; KK121101.

It's sweet sixteen for Dairy Queen. 16th birthday sale ... strawberry sundae. 215 Elmira Road. (In The Ithaca journal, Ithaca, N. Y., June 15, 1956, p.16) Appl. author: Paul D. Graning. © 15Jun56; KK120918.

It's sweet sixteen for Dairy Queen. 16th birthday sale, strawberry sundae, 16¢, June 16. Versailles, Mo. (In The Leader-statesman, Versailles, Mo., June 15, 1956, p.4) Appl. author: Paul D. Graning. © 15Jun56; KK120568.

Jack n' Jill sundae. The Humphries, 717 N. Wooster Ave. (In The Daily reporter, Dover, Ohio, Mar. 30, 1956, p.3) Appl. author: Paul D. Graning. © 30Mar56; KK118835.

Jamboree of flavors. Dairy Queen fruit salad sundae. Streamer. Appl. author: W. J. Henderson. © 10Jun56; KK120153.

Jolly good, old boy. English toffee sundae. Charming as Merrie Olde England. Twelfth and Chestnut. (In The Coshocton tribune, Coshocton, Ohio, Apr. 27, 1956, p.7) Appl. author: Paul D. Graning. © 27Apr56; KK118846.

Jolly good, old boy. English toffee sundae. 800 Harding Way West. (In The Galion inquirer, Galion, Ohio, Apr. 10, 1956, p.4) Appl. author: Paul D. Graning. © 10Apr56; KK118840.

Jolly good, old boy. English toffee sundae. 434 E. Wooster. (In The Daily sentinel-tribune, Bowling Green, Ohio, June 14, 1956, p.16) Appl. author: Paul D. Graning. © 14Jun56; KK120562.

Main attraction in the carnival of chocolate, chocolate sundae. Dairy Queen, 714 West Market Street. (In Press-chronicle, Johnson City, Tenn., June 23, 1956, p.2) Appl. author: Paul D. Graning. © 23Jun56; KK120581.

Main attraction in the carnival of chocolate, chocolate sundae. 1047 N. Main Street. (In Urbana

NATIONAL DAIRY QUEEN DEVELOPMENT CO. © Cont'd.

daily citizen, Urbana, Ohio, Aug. 24, 1956, p.8) Appl. author: Paul D. Graning. © 24Aug56; KK120565.

Mmm, so good, Dairy Queen pineapple sundae. Streamer. Appl. author: W. J. Henderson. © 10Jul56; KK120158.

New taste thrill, Dairy Queen triple treat sundae. Streamer. Appl. author: W. J. Henderson. © 10Jun56; KK120150.

19¢ sale, malts and shakes. (In The Morning herald, Uniontown, Pa., July 26, 1956, p.2) Appl. author: Paul D. Graning. © 26Jul56; KK120549.

19¢ sale; malts and shakes. Dairy Queen, 1023 Pleasant St. (In The Beloit daily news, Beloit, Wis., Aug. 7, 1956, p.4) Appl. author: Paul D. Graning. © 7Aug56; KK120920.

No wild, dream, this wild cherry sundae. West U. S. 24 at city limits. (In Defiance crescent-news, Defiance, Ohio, June 29, 1956, p.16) Appl. author: Paul D. Graning. © 29Jun56; KK120925.

Now is the time to re-stock your freezer. Home-pak; Dilly bars. Junction U. S. Hiways 14 & 71. Freshly frozen dairy food. (In Sanborn sentinel, Sanborn, Minn., Aug. 30, 1956, p.2) Appl. author: Paul D. Graning. © 30Aug56; KK120916.

Now is the time to re-stock your freezer. King's Dairy Queen, 323 S. State. Freshly frozen dairy food. (In The Iola register, Iola, Kan., Mar. 20, 1956, p.3) Appl. author: Paul D. Graning. © 20Mar56; KK118832.

Old favorite with a new look, even better taste. Dipped cones. A happy blending of smooth freshly-frozen Dairy Queen flavor coated. 302 E. Third St. (In The Evening chronicle, Uhrichsville-Dennison, Ohio, Apr. 11, 1956, p.3) Appl. author: Paul D. Graning. © 11Apr56; KK118841.

1¢ sale; cones, milk shakes, malts, sundaes. Get one for 1¢ with purchase of one at regular price, March 21-22. Dairy Queen, 101 Lee Ave. (In Waycross journal-herald, Waycross, Ga., Mar. 20, 1956, p.7) Appl. author: Paul D. Graning. © 20Mar56; KK118833.

Parties, snacks, TV, call for the DQ sandwich. Dairy Queen, 1317 N. Washington. Freshly frozen dairy food. (In The Junction City union, Junction City, Kan., June 7, 1956, p.10) Appl. author: Paul D. Graning. © 7Jun56; KK120583.

The people's choice, coconut isle sundae. Dairy Queen, 1317 N. Washington. (In The Junction City union, Junction City, Kan., Aug. 11, 1956, p.4) Appl. author: Paul D. Graning. © 11Aug56; KK120584.

The people's choice, coconut isle sundae. Dairy Queen, Twelfth and Chestnut. (In The Coshocton tribune, Coshocton, Ohio, Aug. 10, 1956, p.7) Appl. author: Paul D. Graning. © 10Aug56; KK120572.

Red, ripe and ready, strawberry shortcake. Fresh strawberries, smooth Dairy Queen and cake. (In Nebraska City news-press, Nebraska City, Neb., Sept. 2, 1956, p.5) Appl. author: Paul D. Graning. © 2Sep56; KK120552.

Red, ripe and ready, strawberry shortcake. Fresh strawberries, smooth Dairy Queen and cake. 800 Harding Way West. (In The Galion inquirer, Galion, Ohio, May 8, 1956, p.10) Appl. author: Paul D. Graning. © 8May56; KK118848.

Red, ripe n' ready, strawberry shortcake. Fresh strawberries heaped generously over smooth Dairy Queen and shortcake. (In Catskill Mountain star, Saugerties, N. Y., June 7, 1956, p.3) Appl. author: Paul D. Graning. © 7Jun56; KK120569.

Rosy treat, strawberry sundae. (In Fremont guide & tribune, Fremont, Neb., July 19, 1956, p.15) Appl. author: Paul D. Graning. © 19Jul56; KK120685.

She's a doll, Lady Lavender. Dairy Queen, S. Potomac at 9th, Waynesboro, Pa. Freshly frozen dairy food. (In Record herald, Waynesboro, Pa., June 20, 1956, p.8) Appl. author: Paul D. Graning. © 20Jun56; KK120574.

She's just wild about cherry sundae. Dairy Queen, 460 Connellsville St. (In The Evening standard, Uniontown, Pa., July 21, 1956, p.6) Appl. author: Paul D. Graning. © 21Jul56; KK120579.

She's just wild about cherry sundae. Dairy Queen, 262 South Market St. (In East Palestine daily leader, East Palestine, Ohio, Aug. 11, 1956, p.3) Appl. author: Paul D. Graning. © 11Aug56; KK120922.

She's just wild about cherry sundae. Who wouldn't be wild for this Dairy Queen treat. (In Fremont guide & tribune, Fremont, Neb., July 11, 1956, p.15) Appl. author: Paul D. Graning. © 11Jul56; KK120683.

Sip mates, Dairy Queen, malts & shakes. Poster. Appl. author: W. J. Henderson. © 10Jun56; KK120163.

Smile with the coconut isle sundae. 614 South 11th St. (In Nebraska City news-press, Nebraska City, Neb., Apr. 29, 1956, p.3) Appl. author: Paul D. Graning. © 29Apr56; KK118847.

Smile with the coconut isle sundae. 320 Dewey Ave. (In The Daily Jeffersonian, Cambridge, Ohio, Apr. 6, 1956, p.7) Appl. author: Paul D. Graning. © 6Apr56; KK118839.

A smile's in style with the coconut isle sundae. Vineland Circle. (In Vineland times journal, Vineland, N. J., May 15, 1956, p.7) Appl. author: Paul D. Graning. © 15May56; KK118851.

Some like it hot, hot fudge sundae. (In Marshalltown times-republican, Marshalltown, Iowa, July 7, 1956, p.5) Appl. author: Paul D. Graning. © 7Jul56; KK120550.

Spectacular, malts and shakes. Chocolate, strawberry, vanilla, many other flavors. 902 Columbus Ave. (In Washington C.H. record-herald, Washington C.H., Ohio, Mar. 30, 1956, p.3) Appl. author: Paul D. Graning. © 30Mar56; KK118836.

Spectacular, malts and shakes. Dairy Queen, 75 West Division. (In The Manteno news, Manteno, Ill., July 27, 1956, p.6) Appl. author: Paul D. Graning. © 27Jul56; KK120585.

A split with a personality, banana split. S. Pot. at 9th. (In Record herald, Waynesboro, Pa., Apr. 21, 1956, p.9) Appl. author: Paul D. Graning. © 21Apr56; KK118844.

Stock up your freezer before we close. Home-Pak. 1700 Ridge Road. Freshly frozen dairy food. (In The Chicago Heights star, Sept. 28, 1956, p.16) Appl. author: Paul D. Graning. © 28Sep56; KK121221.

Stock up your freezer before we close. Home-pak. 624 S. Main. Freshly frozen dairy food. (In The Maryville daily forum, Maryville, Mo., May 25, 1956, p.3) Appl. author: Paul D. Graning. © 25May56; KK120553.

Summer treat, fruit salad sundae. Dairy Queen, 330 So. Magnolia St. (In The Laurel leader-call, Laurel, Miss., July 20, 1956, p.13) Appl. author: Paul D. Graning. © 20Jul56; KK120571.

Summer treat, fruit salad sundae. Roy and Frances Harstick, Sunburst Highway. (In The Daily banner, Cambridge, Md., June 21, 1956, p.4) Appl. author: Paul D. Graning. © 21Jun56; KK120570.

Sun-ripened surprise, Dairy Queen, fruit salad sundae. Poster. Appl. author: W. J. Henderson. © 10Jun56; KK120160.

Take your pleasant choice. Floats, sodas, freezes. Dairy Queen, 302 East Third St. (In The Evening chronicle, Uhrichsville-Dennison, Ohio, Mar. 19, 1956, p.2) Appl. author: Paul D. Graning. © 19Mar56; KK118831.

Take your pleasant choice: freezes, floats, sodas. Dairy Queen, Highway 36, Belleville, Kan. (In The Belleville telescope, Belleville, Kan., June 14, 1956, p.7B) Appl. author: Paul D. Graning. © 14Jun56; KK120567.

Teacher's pet, hot fudge sundae. 262 South Market Street. (In East Palestine daily leader, East Palestine, Ohio, May 24, 1956, p.6) Appl. author: Paul D. Graning. © 24May56; KK120566.

Thick and cool, call your flavor. Malts & shakes. Streamer. Appl. author: W. J. Henderson. © 10Jul56; KK120157.

Voice your choice, sodas, floats, freezes. Streamer. Appl. author: W. J. Henderson. © 10Jul56; KK120156.

Whatt'a snack, pie ala mode home-pak made with Dairy Queen. Poster. Appl. author: W. J. Henderson. © 10Jun56; KK120162.

Wild mountain blackberry, sweet as mountain music. Whole milk & sweet cream frozen foods. Poster. Appl. author: W. J. Henderson. © 10Jun56; KK120161.

Woodsy fresh, wild mountain blackberry sundae. (In Fremont guide and tribune, Fremont, Neb., Apr. 24, 1956, p.12) Appl. author: Paul D. Graning. © 24Apr56; KK118845.

Woodsy fresh, wild mountain blackberry sundae. (In The Gary post-tribune, Gary, Ind., Aug. 4, 1956, p.3) Appl. author: Paul D. Graning. © 4Aug56; KK120576.

Woodsy fresh, wild mountain blackberry sundae. 32nd Main. (In The Parsons sun, Parsons, Kan., June 2, 1956, p.5) Appl. author: Paul D. Graning. © 2Jun56; KK120560.

You'll be spellbound; black-magic sundae. Dairy Queen, 288 North High Street, 543 East Main St. (In Chillicothe gazette, Chillicothe, Ohio, Mar. 21, 1956, p.3) Appl. author: Paul D. Graning. © 21Mar56; KK118834.

You'll be spellbound; black magic sundae. Jerry & Marie Icenhower, 1710 West 6th Ave. (In The Emporia gazette, Emporia, Kan., Sept. 17, 1956, p.7) Appl. author: Paul D. Graning. © 17Sep56; KK120684.

NATIONAL FARM BUILDINGS, INC. ©
Big news in factory and warehouse buildings. You can have pole buildings with truss rafter construction. Folder. © 1Jun56; KK118324.

NATIONAL OATS CO. ©
It's up to you, mother, to nourish them ... 3 Minute quick oats. 3 Minute raisin oats. (In Tampa morning tribune, Nov. 8, 1956, section 3A, p.24) Appl. author: John Phoenix. © 8Nov56; KK121222.

NATIONAL OF HARTFORD GROUP. ©
The only man in town you wouldn't dare do business without. He is your protection agent. [Checking stock in drug store] Insurance. (In Time, Dec. 12, 1955, p.106) Appl. author: J. M. Hickerson, Inc. © 12Dec55; KK121180.

The only man in town you wouldn't dare do business without, your protection agent. [Building scene; man showing blueprints to couple] Insurance. (In The Saturday evening post, Sept. 29, 1956, p.130) Appl. author: J. M. Hickerson, Inc. © 29Sep56; KK119851.

The only man in town you wouldn't dare do business without, your protection agent. Insurance. (In The Saturday evening post, Sept. 1, 1956, p.60) Appl. author: J. M. Hickerson, Inc. © 1Sep56; KK119286.

The only man in town you wouldn't dare do business without, your protection agent. [Two men on dock] Insurance. (In Time, July 30, 1956, p.38) Appl. author: J. M. Hickerson, Inc. © 28Mar56; KK118679.

NATIONAL RURAL ELECTRIC COOPERATIVE ASSN. ©
Willie Wiredhand. Hi, Sam, why are you pickin' on all that real estate? (Private power company propaganda) Electric service. Sheet. Appl. author: William S. Roberts. © 11Jul56; KK118236.

Willie Wiredhand. Ole Sandy MacHinery's all electric farm. Sheet. Appl. author: William S. Roberts. © 11Jun56; KK118110.

NATIONAL TEA CO. ©
Homemakers' huddle, by Betty Natco. Grocery staples & foods. (In Chicago American, May 17, 1956, p.19) Appl. author: Helen Joyce. © 17May56; KK119228.

NATIONAL WELDING EQUIPMENT CO. ©
Outward appearance tells little of built-in quality and worth. 39 p. Appl. author: Ernest Ludwig Mathy. © 23Jul56; KK118962.

NATURAL PRODUCTS CO., INC. ©
Waxey E. P. Weed Pen-E-Trator. Weed killer additive. Label. Appl. author: Harold L. Harshbarger. © 28Apr56; KK117832.

NEHI CORP. ©
Louie was here. Nehi in bottles, in MiraCans. 9 live-ly flavors. (In Chicago daily tribune, Aug. 6, 1956, pt.3, p.1) © 6Aug56; KK118856.

Man, it's the loudest. Nehi mixers speak for themselves. 9 live-ly flavors. Louie the leopard. Soft drinks & carbonated waters. (In Chicago daily tribune, July 17, 1956, pt.2, p.1) © 17Jul56; KK118350.

NEIMAN-MARCUS. ©
The All-American college fur. (In The Houston post, Aug. 8, 1956) © 8Aug56; KK118806.

The All-American college fur. Soft, lustrous sheared raccoon ... (In The Dallas morning news, Aug. 17, 1956) © 17Aug56; KK120460.

Amazing Canadian beaver buy, 395.00. These lightweight, superb jackets ... (In The Dallas morning news, Sept. 22, 1956) © 22Sep56; KK120467.

Canadian beaver buy 425.00. One of N-M's outstanding young fur buys of the season. (In The Dallas morning news, July 23, 1956) © 23Jul56; KK118805.

Christmas mink news, the cocoon cape. (In The Dallas morning news, Nov. 18, 1956, pt.6, p.6) © 18Nov56; KK121279.

For fun, the pastel fur. (In The Dallas morning news, Oct. 26, 1956) © 25Oct56; KK121276.

From the 1956 Neiman-Marcus collection of fabled furs and jewels, we present rare desert sand blond mink and gold jewelry made in Italy. (In The Dallas morning news, Sept. 21, 1956) © 21Sep56; KK120466.

In a season of such complete elegance, the luxurious full-length mink coat becomes the supreme fashion. (In The Dallas morning news, Oct. 17, 1956) © 17Oct56; KK120471.

Into the fashionable blackness of this era comes the first black-dyed Canadian ermine. (In The Dallas morning news, Sept. 9, 1956) © 9Sep56; KK120463.

Introducing the soft pastel beige shading ... New natural pastel fox. (In The Houston post, July 29, 1956) © 29Jul56; KK120458.

Mink fashion buy, 795.00. (In The Dallas morning news, July 25, 1956) © 25Jul56; KK118804.

The Neiman-Marcus fall fur showing opens tomorrow. (In The Dallas morning news) © 5Aug56; KK119545.

Neiman-Marcus specialty: natural ranch mink 695.00. (In The Dallas morning news, Sept. 13, 1956) © 13Sep56; KK120464.

Neiman-Marcus specialty: Norwegian ranch mink jackets 1500.00. (In The Dallas morning news, Sept. 20, 1956) © 20Sep56; KK120465.

Never before, N-M mink gift values in 5 colors. (In The Dallas morning news, Oct. 30, 1956, pt.3, p.14) © 30Oct56; KK121277.

Never have we seen so many exciting changes in furs ... Season of great departures. (In The Dallas morning news, Aug. 26, 1956, pt.6, p.6) © 26Aug56; KK119923.

New way of black. Neiman-Marcus dramatic black furs to be worn over the blackness of the season's most important dresses. (In The Dallas morning news, Sept. 25, 1956) © 25Sep56; KK120468.

The newest jacket ... New measure of mink. (In The Dallas morning news, Aug. 10, 1956, pt.3, p.16) © 10Aug56; KK119546.

Norwegian blue fox. Furs. (In The Dallas morning news, June 14, 1956) © 14Jun56; KK118802.

Norwegian ranch mink jackets 1500.00. Neiman-Marcus specialty. (In The Dallas morning news) © 20Sep56; KK119922.

Rare, beautifully greyed Empress Chinchilla. (In The Dallas morning news) © 2Nov56; KK121278.

Rare Canadian wild mink values, 895.00. (In The Dallas morning news, Aug. 19, 1956) © 19Aug56; KK120461.

The rare natural blonde minks. Only at N-M in America, a collection of 20 designs in Palomino and desert sand. (In The Dallas morning news, Oct. 11, 1956) © 11Oct56; KK120470.

6 amazing mink coat buys. (In The Dallas morning news, Aug. 15, 1956) © 15Aug56; KK120459.

Sleek smart otter. Furs. (In The Dallas morning news) © 2Aug56; KK119544.

Unveiled for the occasion ... Continental Exposition. Furs. (In The Dallas morning news, Sept. 3, 1956) © 3Sep56; KK120462.

When it comes to mink stoles, women come hundreds, even thousands of miles to see the Neiman-Marcus collection ... (In The Dallas morning news, Sept. 30, 1956) © 30Sep56; KK120469.

Younger set world of fashion furs. (In The Dallas times herald, July 15, 1956) © 15Jul56; KK118803.

NESTLE CO., INC. ©
Everything's in the box, just add water. Toll House cookie mix. (In New Haven register, Nov. 4, 1956) Appl. author: McCann Erickson, Inc. © 4Nov56; KK121261.

$50,000 in prizes. Enter Nescafe's new Coffee Hunger contest. (In This week (Des Moines register) Oct. 7, 1956, p.25) Appl. author: Bryan Houston, Inc. © 7Oct56; KK120172.

For residents of Minnesota, Nebraska, North Dakota and South Dakota only. Fudge contest. Semi-sweet chocolate, Toll House morsels. (In The Dakota farmer, Nov. 3, 1956, p.23) Appl. author: McCann Erickson, Inc. © 3Oct56; KK121260.

Gigantic nationwide coffee sale. Today, Nescafe offers you premium quality instant coffee at a new low price. (In New Orleans states, Sept. 27, 1956, p.16) Appl. author: Bryan Houston, Inc. © 27Sep56; KK120206.

Iced coffee ideal summer cooler, say thousands. Gives you richer, tastier iced coffee that's truly refreshing. (In The Indianapolis times, July 12, 1956, p.5) Appl. author: Bryan Houston, Inc. © 12Jul56; KK118345.

Iced coffee ideal summer cooler, say thousands. Nescafe's cold-water method found easier way to make fresher, more delicious iced coffee. (In Pittsburgh sun-tele-

NESTLE CO., INC. © Cont'd.

graph, July 11, 1956, p.2) Appl. author: Bryan Houston, Inc. © 11Jul56; KK118344.

If this isn't the most luscious fudge you've ever made, we'll eat it. Semi-sweet chocolate morsels. (In Seventeen, Oct. 1956, p.120) Appl. author: McCann Erickson, Inc. © 1Oct56; KK121545.

Instant coffee has real percolated flavor, no wonder it tastes so good. [Hostess pouring coffee for guests] (In Buffalo news, Oct. 4, 1956, section 3, p.51) Appl. author: McCann Erickson, Inc. © 4Oct56; KK121475.

Mistletoe used to be bait for a man, but today's smart gals know nothing's better than real Toll House cookies. (In Seventeen, Dec. 1956, p.94) Appl. author: McCann Erickson, Inc. © 1Dec56; KK121543.

Nestle's instant coffee has real percolated flavor, no wonder it tastes so good. [Four women with heads together] (In Today's living, New York herald tribune, Sept. 9, 1956, p.20) Appl. author: McCann Erickson, Inc. © 9Sep56; KK121259.

Nestle's instant coffee has real percolated flavor, no wonder it tastes so good. [Three women and man in uniform] (In Buffalo news) Appl. author: McCann Erickson, Inc. © 27Sep56; KK121263.

Nestle's instant coffee has real percolated flavor, no wonder it tastes so good. [Two men & 2 women] (In Sunday news, Sept. 30, 1956, p.25) Appl. author: McCann Erickson, Inc. © 30Sep56; KK121265.

New idea, the chocolate bars you love best make a luscious easy treat. King Mallows. (In Woman's home companion, Nov. 1956, p.110) Appl. author: McCann Erickson, Inc. © 1Nov56; KK121546.

New miracle mix makes delicious gravy for meat in minutes. Brown gravy. (In Harrisburg patriot news) Appl. author: McCann Erickson, Inc. © 11Sep56; KK121258.

New miracle, Nestle's brown gravy mix. (In Harrisburg patriot news, Sept. 18, 1956, p.2) Appl. author: McCann Erickson, Inc. © 18Sep56; KK121474.

New taste, new fun, new Nestle's bar. Fruit 'n nut. Poster. Appl. author: McCann Erickson, Inc. © 16Oct56; KK121544.

New, the only mix that makes real Toll House cookies. (In New York daily news, Nov. 7, 1956, p.53) Appl. author: McCann Erickson, Inc. © 7Nov56; KK121542.

Now, satisfy your coffee hunger with iced Nescafe, tastier coffee made the modern way. All coffee, nothing but coffee. (In Look, July 12, 1955, p.95) Appl. author: Bryan Houston, Inc. © 28Jun55; KK121338.

Now, satisfy your coffee hunger with Nescafe, tastier coffee made the modern way. Delicious picnic coffee. (In Ladies' home journal, Aug. 1955, p.23) Appl. author: Bryan Houston, Inc. © 31Jul55; KK117919.

Now, satisfy your coffee hunger with Nescafe, tastier coffee made the modern way. Try this recipe. (In The Saturday evening post, Sept. 10, 1955, p.118) Appl. author: Bryan Houston, Inc. © 6Sep55; KK117920.

Now serve Nestle's coffee in this Silex coffee maker. (In the Detroit news, Oct. 17, 1956, p.48) Appl. author: McCann Erickson, Inc. © 17Oct56; KK121473.

Save 15¢ now. Use the coupon like this ... Instant coffee. (In Detroit news, Oct. 24, 1956, p.37) Appl. author: McCann Erickson, Inc. © 24Oct56; KK121262.

6 ways to make Christmas more fun. Start with Nestle's semi-sweet chocolate morsels. (In Good housekeeping, Dec. 1956, p.72-73) Appl. author: McCann Erickson, Inc. © 1Dec56; KK121547.

This deluxe Nescafe coffee maker brings you a new concept of coffee making. (In The Sun, Baltimore, Aug. 5, 1956, magazine section, p.19) Appl. author: Bryan Houston, Inc. © 5Aug56; KK118882.

Win your own pony. Lone Ranger pony contest. Milk chocolate. (In San Francisco chronicle, Oct. 7, 1956, comic section) Appl. author: McCann Erickson, Inc. © 7Oct56; KK121264.

NEUER, ERNEST. ©

Hand-L-Sponge for all purposes. Large size. Label. © 10Sep56; KK119952.

NEW CASTLE PRODUCTS, INC. ©

The functional door of the future, here today. Modernfold doors. (In House beautiful, Sept. 1955, p.166) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Aug55; KK117764.

Got so many children you don't know what to do? Modernfold doors quickly change one room into two. (In Better homes & gardens, June 1955, p.133) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25May56; KK117763.

NEW ENGLAND MUTUAL LIFE INSURANCE CO. ©

His only problems are little ones. (In The Saturday evening post, Jan. 28, 1956, p.49) © 28Jan56 (in notice: 1955); KK121415.

Man with a magic pencil. He represents the New England Life. (In Time, Sept. 10, 1956, p.67) © 10Sep56; KK120302.

The note on her husband's desk ... and they lived happily ever after. (In Newsweek, Nov. 12, 1956, p.43-45) © 12Nov56; KK121414.

Their business is secure, they're insured in the New England Life. (In The Saturday evening post, Feb. 25, 1956, p.92) © 25Feb56; KK120077.

They plan with light hearts, they're insured in the New England Life. (In Time, Oct. 17, 1955, p.26) © 17Oct55; KK120301.

NEW ENGLAND PROVISION CO., INC. ©

Nepco brand, pastromi. Sliced, cured, smoked beef. 1/2 lb. net wt. Label. © 14Nov56; KK121096.

NEW YORK LIFE INSURANCE CO. ©

Should your child go into personnel work? By Cyrus S. Ching. (In The Saturday evening post, Aug. 25, 1956, p.8-9) Appl. author: Compton Advertising, Inc. © 22Aug56; KK119797.

Should your child go into retailing? By Fred Lazarus, Jr. Appl. author: Compton Advertising, Inc. © 13Sep56; KK119964.

NILSEN & ASSOCIATES. ©

Now, always have your auto insurance information handy. Auto-sure, identification label. Sheet. Appl. author: Ernest E. Nilsen. © 10Dec56; KK121681.

NISSEN TRAMPOLINE CO. ©

Nissen Trampolines, choice of over 5000 schools throughout the world. (In School equipment news, Sept. 1956, p.13) Appl. author: Kenneth D. Warren. © 1Sep56; KK119331.

NORCROSS.

American Beauty. Signature Notepaper. 59SN16. 12 notes and envelopes. Label. © Norcross, Inc.; 6Jul56; KK119037.

Ebb Tide. Signature Notepaper. 59SN28. 12 notes and envelopes. Label. © Norcross, Inc.; 22Jun56; KK118036.

Floral Flyer. Signature Notepaper. 59SN25. 10 notes and envelopes. Label. © Norcross, Inc.; 16May56; KK118038.

Floral Petite. Signature Notepaper. 59SN26. 12 notes and envelopes. Label. © Norcross, Inc.; 6Jul56; KK119038.

Forget-me-not bouquet. Signature Notepaper. 59SN29. 12 notes and envelopes. Label. © Norcross, Inc. d.b.a. Norcross; 8Nov56; KK121731.

Golden Meadow. Signature Notepaper. 59SN24. 10 notes and envelopes. Label. © Norcross, Inc.; 6Jul56; KK119036.

Holiday Bells. Christmas Signature Notepaper. 59N1. 12 notes and envelopes. Label. © Norcross, Inc.; 27Apr56; KK118043.

Holly Tree. Christmas Signature Notepaper. 59N2. 12 notes and envelopes. Label. © Norcross, Inc.; 27Apr56; KK118042.

Just a note. Signature Notepaper. 59SN31. 14 notes and envelopes. Label. © Norcross, Inc. d.b.a. Norcross; 8Nov56; KK121730.

Just Between Us. Signature Notepaper. 59SN20. 10 notes and envelopes. Label. © Norcross, Inc.; 13Jun56; KK118041.

Light a brighter candle of friendship for Christmas this year. Greeting cards. (In Ladies' home journal, Nov. 1956, p.12-13) Appl. author: Young & Rubicam, Inc. © 20Oct56; KK121043.

New, revealing information about greeting card industry turned up by Norcross. (In Department store economist, July 1956, p.85) Appl. author: Young & Rubicam, Inc. © 30Jun56; KK119390.

Norcross greeting cards. Something new from Norcross, our advertising campaign. (In Department store economist, Nov. 1956, p.82-83) Appl. author: Young & Rubicam, Inc. © 31Oct56; KK121807.

Rose Bouquet. Signature Notepaper. 59SN21. 10 notes and envelopes. Label. © Norcross, Inc.; 18Apr56; KK118040.

Rose Duet. Signature Notepaper. 100SN62. 14 notes and envelopes. Label. © Norcross, Inc. d.b.a. Norcross; 8Nov56; KK121732.

Say the things you want to say and say them in the nicest way. Greeting cards. (In Life, Oct. 15, 1956, p.5) Appl. author: Young & Rubicam, Inc. © 11Oct56; KK121044.

Sea Foam. Signature Notepaper. 59SN30. 12 notes and envelopes. Label. © Norcross, Inc.; 22Jun56; KK118035.

Snowball. Signature Notepaper. 59SN22. 10 notes and envelopes. Label. © Norcross, Inc.; 18Apr56; KK118039.

Something new from Norcross. Greeting cards. (In Department store economist, Oct. 1956, p.10-11) Appl. author: Young & Rubicam, Inc. © 29Sep56; KK121042.

Sunswept. Signature Notepaper. 59SN27. 12 notes and envelopes. Label. © Norcross, Inc.; 22Jun56; KK118037.

Wrap your gifts in beauty with Norcross Christmas gift wrappings. (In Life, Dec. 3, 1956, p.168) Appl. author: Young & Rubicam, Inc. © 29Nov56; KK121806.

NORDBERG MANUFACTURING CO. ©
Nordberg power rail drill. Model CD. Bulletin 260. Sheet. © 11May56; KK118703.

Nordberg tamping power jack. Raises track and tamps ties to hold raise. Bulletin 259. Sheet. © 13Jul56; KK118702.

Nordberg track gage indicator. A handy tool for checking and correcting track gage. Bulletin No.256. Sheet. © 11May56; KK118701.

Symons intermediate cone crushers. Dimensions, horsepower requirements, operating speed, weights. Sheet. © 27Apr56; KK118700.

NORRIS, INC. ©
Norris exquisite candies. Milk chocolate pineapple-coconut royale. Net weight 6 oz. Label. Appl. author: Blanche R. Henderson. © 1Jul56; KK120287.

Norris exquisite candies. Peachtree chocolates. One pound net. Label. Appl. author: Blanche R. Henderson. © 1Aug56; KK119699.

NORTH AMERICAN STEVENS, INC. ©
Here is the tablet doctors give their wives to reduce. Eat-Half-Plan. (In Sunday advertiser, Boston, Sept. 23, 1956, p.24) © 23Sep56; KK120245.

Now, released to you, the first wonder drug for reducing. Eat-Half-Plan. (In Sunday advertiser, Boston, Sept. 23, 1956, p.24) © 23Sep56; KK120243.

NORTH AMERICAN VAN LINES, INC. ©
Custom covers afford sure protection in North American wife-approved moves. (In Business week, June 16, 1956, p.192) Appl. author: Applegate Advertising Agency, Inc. © 14Jun56; KK118142.

Direct-wire dispatching assures on-time service in North American wife-approved moves. (In Business week, Aug. 18, 1956, p.82) Appl. author: Applegate Advertising Agency, Inc. © 17Aug56; KK119136.

Direct-wire dispatching assures on-time service in North American wife-approved moves. (In Fortune, July 1956, p.59) Appl. author: Applegate Advertising Agency, Inc. © 26Jun56; KK118493.

Exhibit displays handled as safely as North American wife-approved moves. (In Business week, July 14, 1956, p.96) Appl. author: Applegate Advertising Agency, Inc. © 13Jul56; KK118494.

Exhibit displays handled as safely as North American wife-approved moves. (In Traffic world, Sept. 1, 1956, p.4 of cover) Appl. author: Applegate Advertising Agency, Inc. © 1Sep56; KK120281.

High-value products gentled just like North American wife-approved moves. (In Business week, July 28, 1956, p.118) Appl. author: Applegate Advertising Agency, Inc. © 27Jul56; KK119137.

High-value products gentled just like North American wife-approved moves. (In Time, July 9, 1956, p.83) Appl. author: Applegate Advertising Agency, Inc. © 4Jul56; KK118140.

Keep precious possessions safe with a wife-approved household move. (In The Saturday evening post, Oct. 13, 1956, p.6) Appl. author: Applegate Advertising Agency, Inc. © 9Oct56; KK120283.

Look behind the man you're transferring. (In Advertising age, July 16, 1956, p.36) Appl. author: Applegate Advertising Agency. © 16Jul56; KK118495.

Modern storage, a plus feature of North American wife-approved moves. (In Business week, June 30, 1956, p.48) Appl. author: Applegate Advertising Agency, Inc. © 28Jun56; KK118139.

New furnishings get the same gentle handling as North American wife-approved moves. (In Distribution age, Aug. 1956, p.2) Appl. author: Applegate Advertising Agency, Inc. © 1Aug56; KK120282.

North American agents are famous for wife-approved moving service. (In Good housekeeping, Aug. 1956, p.152) Appl. author: Applegate Advertising Agency, Inc. © 20Jul56; KK119135.

Pillow-safe packing protects every article in North American wife-approved moves. (In Business week, Sept. 22, 1956, p.132) Appl. author: Applegate Advertising Agency, Inc. © 22Sep56; KK120286.

The show goes on with exhibits shipped like North American wife-approved moves. (In Business week, Sept. 8, 1956, p.157) Appl. author: Applegate Advertising Agency, Inc. © 7Sep56; KK120280.

Vans by wire, assuring on-time service in North American wife-approved moves. [B&w ad.] (In Transport topics, Mar. 26, 1956, p.18) Appl. author: Applegate Advertising Agency, Inc. © 26Mar56; KK118138.

Vans by wire, assuring on-time service in North American wife-approved moves. [Col. ad.] (In Traffic world, Mar. 3, 1956, p.9) Appl. author: Applegate Advertising Agency, Inc. © 3Mar56; KK118141.

When you move, get the protection of a wife-approved household move. (In The Saturday evening post, Sept. 15, 1956, p.124) Appl. author: Applegate Advertising Agency, Inc. © 11Sep56; KK120277.

Your North American agent gives you wife-approved moving service. (In Good housekeeping, Oct. 1956, p.182) Appl. author: Applegate Advertising Agency, Inc. © 20Sep56; KK120279.

NORTH WOODS COFFEE CO.
Something new in instant coffee. North Woods egg coffee. Folder. © North Woods Coffee Co., an individual proprietorship consisting of William L. McLennan; 20ct56; KK120767.

The story of instant egg coffee. Net weight 5 oz. Label. © North Woods Coffee Co., an individual proprietorship consisting of William L. McLennan; 15Nov56; KK121178.

NORTHWEST PAPER CO. ©
Northwest news. v.20, no.3. Mountie in rough water, shooting rapids. Sheet. © 18Sep56; KK119919.

Northwest pedigreed papers always make good printing better. Mountie and longshoremen. Pad. © 28Nov56; KK121875.

Northwest pedigreed papers always make good printing better. Mountie and rancher. Pad. © 26Sep56; KK119947.

Northwest pedigreed papers always make good printing better. Mountie on horse; pack horse following. Folder. © 1Aug56; KK118888.

Northwest pedigreed papers always make good printing better. Mountie rides past Indians making canoe. Pad. © 27Aug56; KK119409.

Northwest pedigreed papers always make good printing better. Pioneer girl watering mountie's horse; chickens [in background] Pad. © 2Jul56; KK117895.

Northwest pedigreed papers always make good printing better. Sign language. Memo pad. © 26Oct56; KK121091.

NORTHWEST SCRIP CO., INC. SEE N. W. Scrip Co., Inc.

NOTTINGHAM (M. C.) CO. OF TEMPLE CITY. ©
Nottingham Hygi-Sept. Septic tank disposal systems. 2d ed., Aug. 1956. 40 p. Appl. authors: Mark C. Nottingham & others. NM: "19 new drawings & 7 new appendices." © 1Oct56; KK121761.

NUTRITIONAL SCIENCE CORP. ©
This is your invitation. Food supplement. Order form envelope & agreement form. © 27Jun56; KK118767.

O

OAKLAND ENGINEERING CO., INC. ©
New, improved Leadlighter, another modern fixture for better lighting. 2 p. Appl. author: Milton Kosman. © 8Aug56; KK119400.

O'BRIEN, JAMES J. ©
Velve. Hand cream. 5 ounces. Label. © 27Nov56; KK121652.

O'BRIEN CORP. ©
New Liquid Velvet, the paint of the future is here today. Washable flat wall enamel. (In Life, Mar. 26, 1956, p.74) Appl. author: Jones & Taylor & Associates. © 26Mar56; KK121385.

The paint of the future is here today. Liquid Velvet, washable flat wall enamel. [Space boy holding can] (In Life, Apr. 23, 1956, p.127) Appl. author: Jones & Taylor & Associates. © 23Apr56; KK121387.

The paint of the future is here today. Liquid Velvet, washable flat wall enamel. [Space boy holding streamer] (In Life, Feb. 27, 1956, p.91) Appl. author: Jones & Taylor & Associates. © 27Feb56; KK121386.

O'BRIEN CORP. © Cont'd.

The paint of the future is here today. Liquid Velvet, washable flat wall enamel. [Two space boys holding handle of can] (In Life, Sept. 17, 1956, p.103) Appl. author: Jones & Taylor & Associates. © 17Sep56; KK121384.

Sensational new house paint gets whiter and whiter. 75. (In Life, June 4, 1956, p.33) Appl. author: Jones & Taylor & Associates. © 4Jun56; KK121388.

OHIO EDISON CO. ©

Power sets the pace in the center of industrial America. Electrical service. (In U. S. news & world report, June 29, 1956, p.121) Appl. author: Clay Herrick, Jr. © 25Jun56; KK117985.

Stoppers. Ohio Blue Tip. 13 p. Appl. author: Young & Rubicam, Inc. © 1Jul56; KK118919.

OHIO NUT & BOLT CO. ©

Fastening your products better is our business. Bulletin no.565. Folder. Appl. author: John Thomas Doheny. © 4Oct56; KK121009.

For better products through resistance welding, Ohio weld fasteners. Stock parts. Bulletin 563. 8 p. Appl. author: John Thomas Doheny. © 27Sep56; KK121010.

Now, 3 improved types of Ohio levelers reduce maintenance, improve performance, simplify installation. Bulletin 564. Folder. Appl. author: John Thomas Doheny. © 9Oct56; KK120442.

OHMITE MANUFACTURING CO. ©

High current, low resistance. Ohmite power type resistors. Bulletin no.144. Appl. author: Louis Harold Ritzma. © 21Aug56; KK120645.

OHRBACH'S, INC. ©

Can't fit into your budget? Apparel. (In The New York times, Oct. 14, 1956, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 14Oct56; KK121326.

The cost of high fashion got you up a tree? Apparel. (In The New York times, Oct. 7, 1956, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 7Oct56; KK121322.

The high cost of fashion got you in a hole? Apparel. (In The New York times, Sept. 30, 1956, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 30Sep56; KK121323.

I saw it for less at Ohrbach's. A business in millions, a profit in pennies. [Woman holding price tag before face] Clothing. Poster. Appl. author: Doyle Dane Bernbach, Inc. © 1Jul56; KK118440.

More bargains, to celebrate the new bigger, more beautiful Ohrbach's. Apparel. (In The Newark evening news, Sept. 21, 1956, p.13) Appl. author: Doyle Dane Bernbach. © 21Sep56; KK121324.

O.K., here it is. Men's apparel. (In The New York times, Oct. 26, 1956, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 26Oct56; KK121328.

Ohrbach's announces the opening of a fur salon with the same famous high styling, the same famous low prices. (In The New York times, Sept. 16, 1956, p.59) Appl. author: Doyle Dane Bernbach, Inc. © 16Sep56; KK119920.

Our biggest birthday party. Apparel. (In The Newark news, Sept. 16, 1956, p.14-15) Appl. author: Doyle Dane Bernbach, Inc. © 16Sep56; KK119921.

Pamper pop and pamper your Father's Day budget. Clothing. (In The Daily news, New York, June 6, 1956, p.27) Appl. author: Doyle Dane Bernbach, Inc. © 6Jun56; KK118180.

2nd birthday (on 34th St.) bargain party. General merchandise. (In The New York times, Aug. 26, 1956, p.58-59) Appl. author: Doyle Dane Bernbach, Inc. © 26Aug56; KK119199.

The second most important event this week ... Apparel. (In The New York times, Nov. 4, 1956, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 4Nov56; KK121225.

So much to choose from at Ohrbach's. Apparel. (In The New York herald tribune, Mar. 18, 1956, p.33) Appl. author: Doyle Dane Bernbach, Inc. © 18Mar56; KK121325.

Sometimes it's hard to see what's right in front of your nose. Apparel. (In The New York times, Sept. 9, 1956, p.57) Appl. author: Doyle Dane Bernbach. © 9Sep56; KK119549.

You're like money in his pocket. Apparel. (In The New York times, Oct. 21, 1956, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 21Oct56; KK121327.

OLSEN, DEE, owner, LOVELOCK MUSIC CO. SEE Lovelock Music Co.

OLSON RUG CO. ©

How Olson carpet magic saves you up to 1/2. (In The Christian Science monitor, Sept. 15, 1956) Appl. author: Arthur W. Prussing. © 15Sep56; KK121188.

Luxury broadloom. Save up to 1/2 factory-to-you. (In Christian herald, July 1956, p.51) Appl. author: Arthur W. Prussing. © 25Jun56; KK121187.

OLYMPIA MANUFACTURING CO., division of HYDROTEX INDUSTRIES. SEE Hydrotex Industries.

ONEIDA, LTD. ©

Community says the right things about you. Silverware. (In Ladies' home journal, Sept. 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Aug56; KK119934.

How Community goes with love and marriage. Silverware. (In Bride's magazine, autumn, 1956, p.20K) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Jul56; KK119704.

How to start your new life brightly with your own Heirloom sterling. (In Bride's magazine, autumn, 1956, p.38-39) Appl. author: J. Walter Thompson Co. © 15Jul56; KK118342.

If you love elegant simplicity, new Twilight in Community is for you. Silverware. (In Ladies' home journal, Aug. 1956, p.24) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 31Jul56; KK119703.

New, the first really modern rose pattern, Silver Rose in Heirloom sterling. New Dinner-For-Four set ... for only $99.75. (In Living for young homemakers, June 1956, p.17) Appl. author: J. Walter Thompson Co. © 20May56; KK118341.

New, the first really modern rose pattern, Silver Rose in Heirloom sterling. New, glamorous Dinner-For-Four set ... (In Ladies' home journal, May 1956, p.32-33) Appl. author: J. Walter Thompson Co. © 25Apr56; KK118340.

OPAD ELECTRIC CO. ©

Dual range D. C. power supply. Model KM95B. Bulletin no.103. Sheet. Appl. author: Henry Louis Opad. © 8Oct56; KK120804.

OPERA SOCIETY, INC. ©

Send in your free ticket for this high fidelity recording of Gershwin's beloved opera, Porgy and Bess. (In This world (San Francisco chronicle), July 1, 1956, p.28) © 1Jul56; KK118380.

Write your own free ticket for any one of these great recorded operas. (In This world (San Francisco chronicle), July 1, 1956, p.28) © 1Jul56; KK118381.

ORAL B CO. ©

Brush your gums too. Oral B toothbrush. (In Life, May 21, 1956, p.121) Appl. author: Clark W. Lawrence. © 17May56; KK118975.

New brush protects gums as well as teeth. (In Ladies' home journal, Apr. 1956, p.59) Appl. author: Clark Whitely Lawrence. © 29Mar56; KK120306.

New brush protects 2 ways. Oral B toothbrush. (In The Ladies' home journal, May 1956, p.194) Appl. author: Clark Whitely Lawrence. © 29Apr56; KK121309.

New brush protects 2 ways ... massages gums gently, cleans teeth thoroughly. (In Parents' magazine, June 1956, p.18-g) Appl. author: Clark Whitely Lawrence. © 25May56; KK120308.

You haven't finished until you brush your gums. (In Sunset, June 1956, p.101) Appl. author: Clark Whitely Lawrence. © 25May56; KK120307.

ORCO PRODUCTS, INC. ©

Timely tips for home sewers. Pin-It, Tack-It, Mark-Rite. Home sewing products. Folder. © 11Jun56; KK118418.

ORKIN EXTERMINATING CO., INC. ©

Fumigation services of the world's largest pest control company. Folder. © 30Nov54; KK120620.

Orkin for surety-bonded drywood termite control. Mail folder. © 1Jan51; KK119162.

Stop termite damage. Flying ants may be termites. World's largest pest control company. Folder. © 1Jan51; KK118365.

OSCO MOTORS CORP. ©

Osco 4DF diesel. Ford marine diesel. Folder. Appl. author: Robertson F. Smith. © 22Oct56; KK120687.

OSTER (JOHN) MANUFACTURING CO. ©

Announcing the most modern 1/2" drills on the market. 5 all-new models, by Cummins. (In Practical builder, Nov. 1956, p.219) Appl. author: Baker/Johnson & Dickinson. © Cummins Power Tool Division, John Oster Manufacturing Co.; 1Nov56; KK120960.

Around the house, on the job, here's why you'll build better with Cummins Maxaw. Power tools. (In The Saturday evening post, Sept. 29, 1956, p.132) Appl. author: Baker/Johnson & Dickinson. © Cummins Power Tool Division, John Oster Manufacturing Co.; 29Sep56; KK120961.

Bigger sales for you through design. It's Cummins new famous designer promotion ... Power tools. (In Hardware & farm equipment, Sept. 1956, p.1) Appl. author: Baker/Johnson & Dickinson. © Cummins Power Tool Division, John Oster Manufacturing Co.; 1Sep56; KK119859.

Deliciously different sandwich spreads from ordinary leftovers in just 15 seconds. Osterizer. Liquefier-blender. (In McCall's, Sept. 1956, p.14) Appl. author: C. A. Mathisson. © 1Sep56; KK119795.

Even blindfolded you can't run a cut off course. Cummins Maxaw. Power tools. (In Practical builder, Sept. 1956, p.76) Appl. author: Baker/Johnson & Dickinson. © Cummins Power Tool Division, John Oster Manufacturing Co.; 1Sep56; KK119307.

Imagine Jim building this famous designer original with Cummins ... portable electric tools. (In Popular mechanics, Nov. 1956, p.279) Appl. author: Baker/Johnson & Dickinson. © Cummins Power Tool Division, John Oster Manufacturing Co.; 1Nov56; KK120957.

May we drop a hint? Stock and sell Cummins portable electric tools for Christmas gift-giving. (In Building supply news, Nov. 1956, p.131) Appl. author: Baker/Johnson & Dickinson. © Cummins Power Tool Division, John Oster Manufacturing Co.; 1Nov56; KK120958.

One of America's most noted decorators designed it and we built it with Cummins portable power tools. (In Better homes & gardens, Nov. 1956, p.42) Appl. author: Baker/Johnson & Dickinson. © Cummins Power Tool Division, John Oster Manufacturing Co.; 1Nov56; KK120959.

Smoother, creamier cheese dips from economical cottage cheese in just 25 seconds with the amazing Osterizer, original liquefier-blender. (In McCall's, Oct. 1956, p.127) Appl. author: C. A. Mathisson. © 1Oct56; KK120067.

These noted American designers are helping ... It's Cummins profit-packed new famous designers promotion. Power tools. (In Building supply news, Sept. 1956, p.273) Appl. author: Baker/Johnson & Dickinson. © Cummins Power Tool Division, John Oster Manufacturing Co.; 1Sep56; KK119858.

We brought the charm of famous design into our home with Cummins portable power tools. (In Popular science, Sept. 1956, p.297) Appl. author: Baker/Johnson & Dickinson. © Cummins Power Tool Division, John Oster Manufacturing Co.; 1Sep56; KK119306.

We brought the charm of famous design into our home with Cummins portable power tools. Maxaw 717; Maxaw 777 saw table. (In Better homes & gardens, Oct. 1956, p.283) Appl. author: Baker/Johnson & Dickinson. © Cummins Power Tool Division, John Oster Manufacturing Co.; 1Oct56; KK119860.

OTARION, INC. ©

The only hearing aid proved by thousands of users to give you better hearing and improve your appearance, too. (In Collier's, July 6, 1956, p.43) Appl. author: J. M. Mathes, Inc. © 21Jun56; KK119323.

OUTDOOR ADVERTISING, INC. ©

Esso depends on the see-power of Outdoor Advertising for more sales power. [Billboard showing Esso gasoline ad] (In Advertising age, Sept. 10, 1956, p.26-27) Appl. author: Al Paul Lefton Co., Inc. © 10Sep56; KK120612.

For sales power the year 'round, B. V. D. uses the see-power of Outdoor. [Billboard showing B. V. D. ad] (In Advertising age, July 2, 1956, p.20-21) Appl. author: Al Paul Lefton Co., Inc. © 2Jul56; KK119227.

Procter & Gamble uses the see-power of Outdoor Advertising for more sales power. [Billboard showing blue Cheer ad] (In Advertising age, July 16, 1956, p.22-23) Appl. author: Al Paul Lefton Co., Inc. © 16Jul56; KK119226.

To give its advertising greater sales power, Fram uses the see-power of Outdoor. [Billboard showing Fram filters ad] (In Advertising age, Oct. 1, 1956, p.20-21) Appl. author: Al Paul Lefton Co., Inc. © 1Oct56; KK120611.

OVERHEAD DOOR CORP. ©

Choose the garage door that's first with architects, builders, home owners. (In Home modernizing, 8th ed., fall-winter 1956, p.15) Appl. author: Applegate Advertising Agency, Inc. © 1Sep56; KK120445.

For 35 years, architects have specified the Overhead Door more than any other brand. (In Architectural forum, Sept. 1956, p.4-5) Appl. author: Applegate Advertising Agency, Inc. © 31Aug56; KK120447.

For 35 years, more people have bought the Overhead Door than any other brand. (In American builder, Sept. 1956, p.64-65) Appl. author: Applegate Advertising Agency, Inc. © 1Sep56; KK120448.

A low cost, sectional garage door for housing projects. Crusader. Sheet. Appl. author: Applegate Advertising Agency, Inc. © 12Oct56; KK120446.

You can push this magic button. Ultronic door operator. Folder. Appl. author: Applegate Advertising Agency, Inc. © 20Dec55; KK120449.

P

P & H INDUSTRIES, INC. ©

Automatic push button trouser topping with Topper-Matic steam air trouser topper. Folder. Appl. author: R. J. Burke Advertising, Inc. © 10Aug56; KK119050.

PABST BREWING CO. ©

Get-acquainted offer for Chicagoans. 10¢ off on the new Pabst big twin. 2 snap-cap full quart cans. Blue Ribbon. (In The Chicago daily tribune, Aug. 10, 1956, pt.1, p.15) Appl. author: Leo Burnett Co., Inc. © 10Aug56; KK121445.

Have a bottle (or can) of Pabst on us. Pabst Blue Ribbon. (In The Knoxville news-sentinel, Knoxville, Tenn., Oct. 31, 1956, p.31) Appl. author: Leo Burnett Co., Inc. © 31Oct56; KK121452.

Is the Pabst Blue Ribbon we're brewing today really as good as people say? [Front view of glass of beer with label] (In The Knoxville news-sentinel, Knoxville, Tenn., Oct. 17, 1956, p.26) Appl. author: Leo Burnett Co., Inc. © 17Oct56; KK121450.

Is the Pabst Blue Ribbon we're brewing today really as good as people say? [Top view of glass of beer] (In The Knoxville news-sentinel, Knoxville, Tenn., Oct. 26, 1956, p.18) Appl. author: Leo Burnett Co., Inc. © 26Oct56; KK121451.

It's beer, Mama, and TV. 3 ingredients of a recipe for successful living. Pabst Blue Ribbon. (In Chicago daily tribune, July 27, 1956, pt.1, p.16) Appl. author: Leo Burnett Co., Inc. © 27Jul56; KK118635.

Limited time only, save 15¢ on a handy 6 can-pak of Pabst Blue Ribbon beer. (In The Marshfield news-herald, Marshfield, Wis., Oct. 4, 1956, p.5) Appl. author: Leo Burnett Co., Inc. © 4Oct56; KK121448.

New Pabst big twin for your 4th of July picnic. Pabst Blue Ribbon beer. (In American weekly (Chicago American) June 24, 1956, p.25) Appl. author: Leo Burnett Co., Inc. © 24Jun56; KK118123.

The new touch at Pabst. New snap-cap full-quart can highlights packaging program. Pabst Blue Ribbon. No.2 in a series. (In The Server, June 25, 1956, p.2 & 3) Appl. author: Leo Burnett & Co., Inc. © 25Jun56; KK118124.

The new touch at Pabst. Part of the touch is men. Pabst Blue Ribbon. No.1 in a series. (In The Server, May 28, 1956, p.8 & 9) Appl. author: Leo Burnett Co., Inc. © 28May56; KK118118.

The new touch at Pabst. The Taste with the Touch, what it is and what's behind it. Pabst Blue Ribbon. No.3 in a series. (In The Server, July 23, 1956, p.8-9) Appl. author: Leo Burnett Co., Inc. © 23Jul56; KK118634.

No. 4 in a series ... The new touch at Pabst. Pabst Blue Ribbon. (In The Server, Aug. 27, 1956, p.2-3) Appl. author: Leo Burnett Co., Inc. © 27Aug56; KK121447.

Retailers' progress report on Pabst Blue Ribbon in snap-cap full quart cans. (In Michigan Beverage news, May 28, 1956, p.2) Appl. author: Leo Burnett Co., Inc. © 28May56; KK118120.

This one has the touch. The Pabst Blue Ribbon touch. [Blindfolded man holding stemmed goblet] (In Chicago sun-times, Aug. 15, 1956, p.19) Appl. author: Leo Burnett Co., Inc. © 15Aug56; KK121446.

This one has the touch. The Pabst Blue Ribbon touch. [Gray-haired blindfolded man holding conical glass] (In Life, Oct. 15, 1956, p.78) Appl. author: Leo Burnett Co., Inc. © 11Oct56; KK121449.

PABST BREWING CO. © Cont'd.

This one has the touch. Unmistakable. The taste with the Pabst Blue Ribbon touch. [Blindfolded man wearing bow tie] (In Life, July 16, 1956, p.43) Appl. author: Leo Burnett Co., Inc. © 12Jul56; KK118633.

Unmistakable, the taste with the Pabst Blue Ribbon touch. Blending hops has a lot to do ... (In Life, June 11, 1956, p.13) Appl. author: Leo Burnett Co., Inc. © 7Jun56; KK118121.

Unmistakable, the taste with the Pabst Blue Ribbon touch. Every year thousands of Pabst brewery visitors ... (In Life, June 25, 1956, p.92) Appl. author: Leo Burnett Co., Inc. © 21Jun56; KK118122.

Unmistakable, the taste with the Pabst Blue Ribbon touch. Malt is the soul of beer ... (In Life, July 2, 1956, p.77) Appl. author: Leo Burnett Co., Inc. © 28Jun56; KK118119.

PACIFIC WIRE WORKS CO. ©

Pacific Wire-Grams, by George G. Altnow. Folder.
June 1956. © 14Jun56; KK117793.
July 1956. © 13Jul56; KK118558.
Aug. 1956. © 15Aug56; KK119206.
Sept. 1956. © 12Sep56; KK119837
Oct. 1956. © 12Oct56; KK120622.
Nov. 1956. © 12Nov56; KK121181.

PALMER, ANDY. ©

Great guns, a photographic catalog of famous guns & their history. 80 p. © 1Sep56; KK121471.

PAN-AMERICAN COFFEE BUREAU. ©

How to cool off with coffee. Wonderful new ways to serve iced coffee. (In Look, July 10, 1956, p.67) Appl. author: Robert W. Orr & Associates, Inc. © 10Jul56; KK118496.

Try these happy holiday coffees. (In The Ladies' home journal, Nov. 1956, p.227) Appl. author: Robert W. Orr & Associates, Inc. © 30Oct56; KK121183.

PAPA SOLIMINE.

Papa Solimine, spaghetti sauce. Label. © Vito Solimine d.b.a. Papa Solimine; 13Aug56; KK120309.

PAPER MATE CO. ©

Don't go back to school without a new Paper Mate pen. Paper Mate Capri pen & piggy-back refill; four color ad. (In Comics feature magazine (The Chicago Sunday tribune), Aug. 19, 1956, p.11) Appl. author: John J. Seehof. © 19Aug56; KK119219.

New Paper Mate Capri, only pen with a built-in spare refill. (In Life, June 11, 1956, p.128) Appl. author: John J. Seehof. © 8Jun56; KK117874.

New Paper Mate Capri pen with the new piggy-back refill. Piggy-back cartoon [i.e. carton] Label. © 16Apr56; KK117925.

New Paper Mate Xmas merchandiser outsells all others. Piggy-back Capri pens. (In Variety store merchandiser, Oct. 1956, p.94) Appl. author: John J. Seehof. © 1Oct56; KK120537.

Only pen with a built-in spare refill. Paper Mate Capri. (In Chicago Sunday tribune, June 10, 1956, comic section, p.6) Appl. author: John J. Seehof. © 10Jun56; KK117873.

Only pen with a built-in spare refill. Paper Mate Capri pen and piggy-back refill. (In The Tidings, Los Angeles, Aug. 24, 1956, p.19) Appl. author: John J. Seehof. © 24Aug56; KK119217.

PARADISE VALLEY LODGE.

Lodging and meals for two. Sheet. © Paul Asure & Mae Asure d.b.a. Paradise Valley Lodge; 20Sep56; KK120845.

To clear the slate for cottage at Paradise Valley Lodge. Folder. © Paul & Mae Asure d.b.a. Paradise Valley Lodge; 12Jun56; KK118595.

We hate to see you go, but tomorrow is your checkout day. Card. © Paul & Mae Asure d.b.a. Paradise Valley Lodge; 12Jun56; KK118594.

We have made a reservation for --. Sheet. © Paul Asure & Mae Asure d.b.a. Paradise Valley Lodge; 20Sep56; KK120846.

Who's who on the register of guests at Paradise Valley Lodge. Sheet. © Paul Asure & Mae Asure d.b.a. Paradise Valley Lodge; 20Sep56; KK120847.

PARAGON ART & LINEN CO., INC.

Paragon Needlecraft opens your eyes to a new world of beauty. Art needlework. (In McCall's needlework & crafts, fall-winter 1956-57) Appl. author: Martin J. Rathman. © Paragon Art & Linen Co., Inc. (Paragon Needlecraft); 20Jul56; KK118369.

PARAGON NEEDLECRAFT. SEE Paragon Art & Linen Co., Inc.

PARKE, DAVIS & CO. ©

All get a full night's sleep, escape morning hang-over with hypnotic sedative, Carbrital. PD-D-683. Pharmaceutical. Mail folder. © 29Nov56; KK121714.

Both are allergic, but her allergic rhinitis responds best to Ambodryl ... his allergic asthma responds best to Benadryl ... [Young couple strolling through high grass] PD-D-661. Pharmaceuticals. Mail folder. © 26Sep56; KK120596.

Both have hay fever, but he does best on Ambodryl ... he does best on Benadryl ... PD-D-595. Pharmaceuticals. Folder. © 19Jun56; KK117735.

Both have hay fever, but he does best on Ambodryl ... he does best on Benadryl ... PD-D-597. Pharmaceuticals. Folder. © 10Jul56; KK118183.

Both have hay fever, but he does best on Ambodryl ... he does best on Benadryl ... [Two boys on hike] PD-D-597. Pharmaceuticals. Folder. © 10Jul56; KK118315.

Both have hay fever, but he does best on Ambodryl ... he does best on Benadryl ... [Two men at tennis court] PD-D-611. Pharmaceuticals. Folder. © 7Aug56; KK119069.

Both have hay fever, but he does best on Ambodryl ... he does best on Benadryl ... [Two men playing checkers under trees] PD-D-595. Pharmaceuticals. Folder. © 3Jul56; KK118313.

Both have hay fever, but he does best on Ambodryl ... she does best on Benadryl ... [Middle-aged couple on picnic] PD-D-613. Pharmaceuticals. Folder. © 14Jul56; KK119060.

Both have hay fever, but he does best on Ambodryl ... she does best on Benadryl ... PD-D-617. Pharmaceuticals. Folder. © 21Aug56; KK119506.

Both have hay fever, but he does best on Ambodryl ... she does best on Benadryl ... PD-D-618. Pharmaceuticals. Folder. © 21Aug56; KK119516.

Both have hay fever, but she does best on Ambodryl ... he does best on Benadryl ... [Boy and girl reading book] PD-D-614. Pharmaceuticals. Folder. © 27Jul56; KK119067.

Both have hay fever, but she does best on Ambodryl ... he does best on Benadryl ... PD-D-626. Pharmaceuticals. Folder. © 7Sep56; KK119509.

Both have hay fever, but she does best on Ambodryl ... she does best on Benadryl ... PD-D-598. Pharmaceuticals. Folder. © 13Jul56; KK118184.

Both have hay fever, but she does best on Ambodryl ... she does best on Benadryl ... PD-D-616. Pharmaceuticals. Folder. © 14Aug56; KK119511.

Both have hay fever, but she does best on Ambodryl ... she does best on Benadryl ... [Two girls admiring armful of flowers] PD-D-598. Pharmaceuticals. Folder. © 13Jul56; KK118316.

Both have hay fever, but she does best on Ambodryl ... she does best on Benadryl ... [Two girls driving in country] PD-D-596. Pharmaceuticals. Folder. © 6Jul56; KK118314.

Both have hay fever, but she does best on Ambodryl ... she does best on Benadryl ... [Women sketching in garden] PD-D-612. Pharmaceuticals. Folder. © 19Jul56; KK119063.

Combating the aging complex now helps assure vigor and well-being later; help mature patients approach later life with increased physical and mental well-being. Eldec Kapseals. PD-D-646. Pharmaceuticals. Post card. © 15Oct56; KK120595.

Combating the aging complex now helps assure vigor and well-being later; prepare your over-forty patient for his future. Eldec Kapseals. PD-D-645. Pharmaceuticals. Post card. © 1Oct56; KK120593.

During acute and chronic illnesses give your patients digestive aid ... Taka-Combex ... PD-D-580. Pharmaceuticals. Post card. © 14Sep56; KK119508.

Helps your patients on high starch diets ... Taka-Combex Kapseals. PD-D-520. Pharmaceuticals. Post card. © 11Nov56; KK120602.

Her anxious, sleepless nights made mornings hard to face. Carbrital. PD-D-669. Pharmaceutical. Post card. © 27Nov56; KK121717.

Her meddlesome presence means hay fever is in the wind. Benadryl. Amaranth, rough pigweed. PD-D-592. Pharmaceuticals. Post card. © 9Jul56; KK117973.

How about that medicine that knocked her fever out last time, isn't there some left? Pharmaceuticals. (In Journal of the American Medical Assn., Oct. 20, 1956, p.28-29) Appl. author: Young & Rubicam, Inc. © 17Oct56; KK121041.

How can I bring up the subject with my doctor? Pharmaceuticals. (In Journal of the American Medical Assn., Sept. 15, 1956, p.60-61) Appl. author: Young & Rubicam, Inc. © 15Sep56; KK120422.

I think what I've got is only indigestion. Pharmaceuticals. (In Life, Aug. 20, 1956, p.72) Appl. author: Young & Rubicam, Inc. © 16Aug56; KK119389.

I think what I've got is only indigestion. Why should I run up a doctor bill? Pharmaceuticals. (In Journal of the American Medical Assn., Aug. 11, 1956, p.12-13) Appl. author: Young & Rubicam, Inc. © 8Aug56; KK120421.

In diseases associated with important hepatic dysfunction, Hepa-Desicol ... PD-D-630. Pharmaceuticals. Post card. © 31Oct56; KK120601.

Irritation at the office kept Mr. Crane awake until his physician prescribed Carbrital. PD-D-668. Pharmaceutical. Post card. © 6Nov56; KK120599.

Older patients often need digestive aid plus nutritional support ... Taka-Combex ... PD-D-572. Pharmaceuticals. Post card. © 10Sep56; KK119504.

Pediatric Patterns, including Polio Patterns ... a service for the exclusive use of the medical profession. Pharmaceuticals. Folder.

Week ending June 2, 1956. ABDEC drops. PD-D-608. © 8Jun56; KK117780.

Week ending June 30, 1956. © 5Jul56; KK118317.

Week ending July 28, 1956. ABDEC drops. © 3Aug56; KK119515.

Week ending Sept. 22, 1956. Abdec drops. © 28Sep56; KK120597.

Week ending Oct. 20, 1956. ABDEC drops. © 26Oct56; KK121718.

Polio Patterns, including pediatric patterns ... a service for the exclusive use of the medical profession. Pharmaceuticals. Folder.

Week ending June 9, 1956. Natabec Kapseals. © 27Jun56; KK117736.

Week ending June 16, 1956. Paladac. © 22Jun56; KK118319.

Week ending June 23, 1956. Natabec Kapseals. © 22Jun56; KK118318.

Week ending July 7, 1956. Paladac. © 13Jul56; KK119059.

Week ending July 14, 1956. Natabec Kapseals. © 20Jul56; KK119064.

Week ending July 21, 1956. Paladac. © 27Jul56; KK119057.

Week ending Aug. 4, 1956. Natabec Kapseals. © 10Aug56; KK119507.

Week ending Aug. 11, 1956. Paladac. © 19Aug56; KK119503.

Week ending Sept. 29, 1956. Natabec Kapseals. © 8Oct56; KK120592.

Week ending Oct. 6, 1956. Paladac. © 12Oct56; KK120591.

Week ending Oct. 13, 1956. Natabec Kapseals. © 19Oct56; KK120598.

The pollen gang's power is on the wane, but for a host of nonseasonal allergies, Benadryl. PD-D-662. Pharmaceutical. Mail folder. © 8Oct56; KK121715.

Start now to help assure her future well-being. Eldec Kapseals. Pharmaceutical. Mail folder. © 5Nov56; KK121719.

Start today to help fill her later years with vigor and vitality. New Eldec Kapseals. [Woman darning; elderly couple playing cards] PD-D-664. Pharmaceuticals. Mail folder. © 8Oct56; KK120594.

This scarecrow looks harmless, but hay fever is in the wind. Benadryl. False ragweed. PD-D-622. Pharmaceuticals. Post card. © 22Aug56; KK119510.

Upset by her daughter's illness, Mrs. Ross had trouble sleeping. Carbrital. PD-D-667. Pharmaceutical. Post card. © 9Oct56; KK121713.

When Auntie Sage pays her yearly visit, hay fever is in the wind. Annual sage. Benadryl. PD-D-605. Pharmaceuticals. Post card. © 25Jul56; KK119066.

When diagnosis suggests fatty liver and cirrhosis prescribe lipotropics plus bile, Hepa-Desicol. PD-D-514. Pharmaceuticals. Post card. © 2Aug56; KK119068.

When her tribe multiplies, hay fever is in the wind. Benadryl. Western ragweed. PD-D-621. Pharmaceuticals. Post card. © 20Aug56; KK119514.

When lamb's quarters calls the tune, hay fever is in the wind. Benadryl. PD-D-602. Pharmaceuticals. Post card. © 16Jul56; KK119061.

When someone else got the promotion Mr. Higgins couldn't sleep. Carbrital. PD-D-668. Pharmaceutical. Post card. © 1Nov56; KK121716.

When the liver grows middle-aged ... Hepa-Desicol. PD-D-629. Pharmaceuticals. Post card. © 29Oct56; KK120600.

When the timothy troopers take the field, hay fever is in the wind. Benadryl. Timothy grass. PD-D-590. Pharmaceuticals. Post card. © 2Jul56; KK117734.

When the water hemp women promenade, hay fever is in the wind. Benadryl. PD-D-593. Pharmaceuticals. Post card. © 11Jul56; KK119058.

When this Cossack kicks his heels, hay fever is in the wind. Benadryl. Russian thistle. PD-D-591. Pharmaceuticals. Post card. © 20Jun56; KK117733.

When this dwarf shows his face, hay fever is in the wind. Dwarf ragweed. Benadryl. PD-D-604. Pharmaceuticals. Post card. © 25Jul56; KK119065.

When this hombre roams the range, hay fever is in the wind. Benadryl. Sagebrush. PD-D-603. Pharmaceuticals. Post card. © 18Jul56; KK119062.

When you suspect liver impairment, suspect two-fold damage, give Hepa-Desicol. PD-D-589. Pharmaceuticals. Mail folder. © 21May56; KK117781.

Where this giant rules the land, hay fever is in the wind. Benadryl. Giant ragweed. PD-D-620. Pharmaceuticals. Post card. © 13Aug56; KK119512.

Where this public enemy lurks, hay fever is in the wind. Benadryl. Burweed. PD-D-619. Pharmaceuticals. Post card. © 15Aug56; KK119513.

Why bother to have that prescription filled? Pharmaceuticals. (In Journal of the American Medical Assn., June 16, 1956, p.32-33) Appl. author: Young & Rubicam, Inc. © 13Jun56; KK118019.

Your patients with increased metabolic demands may need digestive aid ... Taka-Combex ... PD-D-575. Pharmaceuticals. Post card. © 16Sep56; KK119505.

PARKER, DENISE.

Beauti-Garde, hair grooming shield. Sheet. © Denise Bianca Parker; 26Jul56; KK118760.

PARKER, L. J.

Dixie Hush Puppies mix. 1 lb. net weight. Label. © L. J. Parker, Dixie Hush Puppy Mix Co.; 14Jan56; KK117978.

PARKER BROS., INC. ©

The great detective game, Clue. Label. © 28Nov56; KK121782.

Tom Hamilton's football game, Pigskin. Label. © 23Jul56; KK118870.

PARKER PEN CO. ©

From Parker comes the ball point that writes like a fine pen. Writes 5 times longer. [Pen checking off numbers] (In Life, Oct. 8, 1956, p.130) Appl. author: Tatham-Laird, Inc. © 4Oct56; KK121106.

From Parker comes the ball point that writes like a fine pen. Writes 5 times longer. [Pen writing figure five] (In Life, Sept. 10, 1956, p.68) Appl. author: Tatham-Laird, Inc. © 6Sep56; KK121104.

From Parker comes the ball point that writes like a fine pen. Writes 5 times longer. [Pen writing the word five] (In Life, Oct. 22, 1956, p.22) Appl. author: Tatham-Laird, Inc. © 18Oct56; KK121107.

New, the handiest pair in writing. Parker pardners. Pen and pencil. (In Look, Sept. 4, 1956, p.47) Appl. author: Tatham-Laird, Inc. © 21Aug56; KK121108.

Unlike any gift in this world or any other. Parker 61. (In Life, Dec. 10, 1956, p.150-151) Appl. author: Tatham-Laird, Inc. © 10Dec56; KK121785.

Unlike any pen in this world or any other. Parker 61. (In Life, Nov. 12, 1956, p.102-103) Appl. author: Tatham-Laird, Inc. © 8Nov56; KK121105.

Your company Christmas gift means more ... New Parker Jotter ball point desk sets. (In Sales management, Sept. 10, 1956, p.211) Appl. author: Tatham-Laird, Inc. © 10Sep56; KK121634.

PARKY ENTERPRISES. ©

A musical adventure with Parky, the tidy kangaroo. Recording. Label. Appl. author: Albert T. Miller. © 13Jun56; KK118877.

PARLEE CO., INC. ©

Dust absorber helps dust mops attract and hold more dust and dirt. Net weight 32 ozs. Label. © 10Sep56; KK119871.

PARMAN-KENDALL CORP. ©

Avo-Whip frozen fresh salad dressing and snack spread. Contents: 6 fluid ounces. Label. Appl. author: Edward A. Ash. © 14Nov55; KK118433.

PARMET (JOSEPH) CO., INC. ©

One-Wipe, new dust cloth. Label. Appl. author: Joseph Parmet. © 1Feb54; KK121748.

PARNELL, AMY L. d.b.a. PARNELL'S RESTAURANT. SEE Parnell's Restaurant.

PARNELL'S RESTAURANT.

Parnell's Restaurant, Mayport, Florida; menu. Folder. © Amy L. Parnell d.b.a. Parnell's Restaurant (in notice: Parnell's); 1Sep56; KK119566.

PARSONS PAPER CO. ©

Our printer was right. (In Journal of accountancy, Oct. 1956, p.29) Appl. author: Gibney & Barreca. © 1Oct56; KK119951.

PARVIN MANUFACTURING CO. ©

The party line, Crazy Vests. The playboy; I'm your host; Signs of the times. Sheet. Appl. authors: Floyd Levin & Sam W. Levin. © 6Sep56; KK119679.

PASTORET, P. P.

Pierre's original Miracle Blonde. Form 135-4. One pint. Oil paint. Label. © Pierre P. Pastoret; 8Jun56; KK118618.

PATERSON, F. S. ©

Anniversary greetings to both of you, you and your car. Folder. © 20Jul56; KK121294.

PAUZE, ZOTIQUE GUILMORE d.b.a. PAUZE PRODUCTS CO. SEE Pauze Products Co.

PAUZE PRODUCTS CO.

It's here, the miracle cleaner for modern living. (Kleen-Zit, the modern easy all-purpose household kleener) Folder. © Zotique Guilmore Pauze d.b.a. Pauze Products Co.; 15Sep56; KK119848.

Kleen-Zit, the modern easy all-purpose, household kleener. Contents one gallon. Label. © Zotique Guilmore Pauze d.b.a. Pauze Products Co.; 15Sep56; [illegible].

Kleen-Zit, the modern easy all-purpose, household kleener. Free sample. Label. © Zotique Guilmore Pauze d.b.a. Pauze Products Co.; 15Sep56; KK119850.

PEARSON (BEN) INC. ©

The hottest promotion on the hottest line in the hottest field in sports. Ben Pearson's nationwide Let's go bow hunting promotion. Archery equipment. Mail folder. Appl. author: Elliott V. Bogert. © 18Jul56; KK118984.

PECK, STOW & WILCOX CO. ©

Pexto, precision power squaring shears. Bulletin no.57. Folder. Appl. author: Francis L. Ashworth. © 15Jun56; KK117967.

PEKAO TRADING CORP. ©

Paczki do Polski; parcels to Poland. Gifts. 15 p. © 26Sep56; KK119873.

Paczki Pekao najlepszy prezent na boze narodzenie w Polsce. Gift parcels. Sheet. © 26Sep56; KK119872.

PELLEX CORP. ©

Pellex hair removing lotion. Depilatory. Label. Appl. author: William Pannett Morrison. © 28Mar56; KK121157.

PELTON'S SPUDNUTS, INC. ©

Fresh and fluffy Spudnuts everywhere you go. Food product. (In The Saturday evening post, Mar. 17, 1956, p.136) Appl. author: Bill A. Skaggs. © 17Mar56; KK120711.

Spudnuts; take a dozen home and see how good they are. Food product. (In The Saturday evening post, May 19, 1956, p.108) Appl. author: Bill A. Skaggs. © 19May56; KK120712.

PENNSYLVANIA GRADE CRUDE OIL ASSN. ©

Pete Penn, nature's boy. (In The Saturday evening post, July 14, 1956, p.6) Appl. author: Meldrum & Fewsmith, Inc. © 10Jul56; KK121413.

Pete Penn says: Best of class. Insist on a brand of Pennsylvania motor oil. (In The Saturday evening post, May 19, 1956, p.114) Appl. author: Meldrum & Fewsmith, Inc. © 15May56; KK118144.

Pete Penn says: Mother Nature stored her finest ... (In The Saturday evening post, Apr. 21, 1956, p.101) Appl. author: Meldrum & Fewsmith, Inc. © 17Apr56; KK121411.

Pete Penn says: Pardon me, but you're looking at ... (In The Saturday evening post, June 16, 1956, p.111) Appl. author: Meldrum & Fewsmith, Inc. © 12Jun56; KK121412.

PENNY KOUNTER CO. ©

Aluminum Penny Kounter and packager, counts and packages fifty pennies. Label. © 10Dec56; KK121676.

PEOPLES DRUG STORES, INC. ©

Peoples capsules. Ever think of this? A dentist has to look at part of his work backwards. (In The Evening star, Washington, D. C., July 24, 1956, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 24Jul56; KK118859.

Peoples capsules. Man with a mission. (In The Washington post and times herald, June 27, 1956, p.6) Appl. author: N. W. Ayer & Son, Inc. © 27Jun56; KK118857.

Peoples capsules. Vaccination. (In The Evening star, Washington, D. C., July 10, 1956, p.A-3) Appl. author: N. W. Ayer & Son, Inc. © 10Jul56; KK118858.

PEPPERIDGE FARM, INC. ©

Pepperidge Farm Milano cookies; carton. Net wt. 7 1/2 oz. Label. © 16Jul56; KK120219.

Pepperidge Farm Naples cookies. Net wt. 5 oz. Label. © 7Dec56; KK121781.

Pepperidge Farm Seville summer assortment; carton. Net wt. 8 oz. Cookies. Label. © 10Jul56; KK120220.

PERFECT FOODS, INC. ©

Sweetzels, home style assortment. Net wt. 6 1/2 ozs. Label. © 13Sep56; KK119517.

PERFECTION MANUFACTURING CORP. ©

New revolutionary Perfection automatic teat cup releaser. (In Farm implement news, Oct. 10, 1956) Appl. author: G. A. Patterson. © 10Oct56; KK121206.

Now, automation comes to the dairy farm with the new Perfection automatic teat cup releaser. Folder. © 27Sep56; KK120450.

Now, protect your dairy herd automatically with the new, revolutionary Perfection automatic teat cup releaser. Ad no.P-2. Sheet. © 1Oct56; KK120664.

PERMUTIT CO. ©

Permutit soft water savings chart. Home water softener. Sheet. © 17Sep56; KK119623.

Why you should choose a Permutit water softener or filter. Folder. © 4Dec56; KK121571.

PERSONAL PRODUCTS CORP. ©

New flexible Modess Tampons ... afford protection throughout menstruation. Physician information. Folder. © 4Jun56; KK119115.

PET MILK CO. ©

Simplified baby feeding; tap water method. Pamphlet. © 2Jul56; KK119289.

PETERSEN, P. F., 2nd. ©

Just defrost and serve. Butterfield Farms frozen fudge brownies. 13 oz. net wt. Label. © 24Apr56; KK117857.

Just defrost and serve. Butterfield Farms frozen fudge brownies. 13 oz. net wt. Label. © 24Apr56; KK119565.

PFEIFFER BREWING CO. d.b.a. JACOB SCHMIDT BREWING CO. SEE Schmidt (Jacob) Brewing Co.

PFIZER (CHARLES) & CO., INC.

Another Ataraxoid patient. D1006. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © Pfizer Laboratories Division, Charles Pfizer & Co., Inc.; 24Sep56; KK120528.

First water soluble dermatologic corticoid. Magnacort. Neo-Magnacort. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © Pfizer Laboratories, division Charles Pfizer & Co., Inc.; 12Nov56; KK121176.

New, for rheumatoid arthritis ... [Man before and after using Ataraxoid] D1012. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © Pfizer Laboratories Division, Charles Pfizer & Co., Inc.; 24Sep56; KK120529.

New, for rheumatoid arthritis ... [Woman before and after using Ataraxoid] H4308. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © Pfizer Laboratories Division, Charles Pfizer & Co., Inc.; 24Sep56; KK120530.

Search for the first water-soluble dermatologic corticoid. Magnacort. Neo-Magnacort. Code no.H4507. Pharmaceuticals. Pamphlet. Appl. author: Paul Klemtner & Co., Inc. © Pfizer Laboratories Division, Charles Pfizer & Co., Inc.; 12Nov56; KK121317.

Talk about topical news. Magnacort. Neo-Magnacort. Code no.H4508. Pharmaceuticals. Folder. Appl. author: Paul Klemtner & Co., Inc. © Pfizer Laboratories Division, Charles Pfizer & Co., Inc.; 12Nov56; KK121318.

PFIZER LABORATORIES DIVISION, CHARLES PFIZER & CO., INC. SEE Pfizer (Charles) & Co., Inc.

PHARMA-CRAFT CORP.

Coldene catches your cold in any of its 5 stages. Pharmaceuticals. (In Life, Jan. 16, 1956, p.10-11) Appl. author: J. Walter Thompson Co. © Pharma-Craft Co. (in notice: Pharma-Craft Corp.); 13Jan56; KK121139.

Sniffles, stuffy nose relieved in minutes. Coldene, the liquid cold medicine. (In Life, Oct. 1, 1956, p.162) Appl. author: J. Walter Thompson Co. © Pharma-Craft Co.; 28Sep56; KK121028.

Your cold develops in 5 stages. Coldene. Pharmaceuticals. (In Life, Mar. 19, 1956, p.164) Appl. author: J. Walter Thompson Co. © Pharma-Craft Co. (in notice: Pharma-Craft Corp.); 16Mar56; KK121140.

PHILADELPHIA SEED CO.
Economy brand wild bird food. 5 lbs. net weight. Label. Appl. author: J. B. Hertzfeld. © Philadelphia Seed Co., Inc.; 19Nov56; KK121184.

PHILBERT DESIGNS.
A toy filled with toys. Tubo toy. Bareback rider. Doll. Label. Appl. author: Alberta Phillips. © Thurber C. Phillips & Alberta Phillips d.b.a. Philbert Designs; 30Jun56; KK118000.

A toy filled with toys. Tubo toy. Lion. Doll. Label. Appl. author: Alberta Phillips. © Thurber C. Phillips & Alberta Phillips d.b.a. Philbert Designs; 30Jun56; KK118004.

A toy filled with toys. Tubo toy. Lion tamer. Doll. Label. Appl. author: Alberta Phillips. © Thurber C. Phillips & Alberta Phillips d.b.a. Philbert Designs; 30Jun56; KK118001.

A toy filled with toys. Tubo toy. Monkey. Doll. Label. Appl. author: Alberta Phillips. © Thurber C. Phillips & Alberta Phillips d.b.a. Philbert Designs; 30Jun56; KK118002.

A toy filled with toys. Tubo toy. Santa. Doll. Label. Appl. author: Alberta Phillips. © Thurber C. Phillips & Alberta Phillips d.b.a. Philbert Designs; 30Jun56; KK118003.

A toy filled with toys. Tubo toy. Traditional clown. Doll. Label. Appl. author: Alberta Phillips. © Thurber C. Phillips & Alberta Phillips d.b.a. Philbert Designs; 22Jun56; KK117796.

PHILLIPS, ALBERTA & THURBER C. PHILLIPS d.b.a. PHILBERT DESIGNS. SEE Philbert Designs.

PHILLIPS, THURBER C. & ALBERTA PHILLIPS d.b.a. PHILBERT DESIGNS. SEE Philbert Designs.

PHILLIPS PETROLEUM CO. ©
Native grasses, legumes and forbs; pasture and range plants. Section 1. Fertilizer. 26 p. © 30Dec55; KK117830.

PIATT & SMILLIE CHEMICALS, INC. ©
First antiseptic liquid detergent; drum poker. Display poster. © 1Nov56; KK121341.

First for floors. Antiseptic liquid detergent. (In Maintenance & sanitary supplies, Nov. 1956, center spread) © 1Nov56; KK121342.

Management and labor agree. First, antiseptic liquid detergent. (In Better maintenance, Nov. 1956, p.4 of cover) © 25Oct56; KK121340.

PICK-A-CHICK FARMS, INC. ©
Pick-A-Chick chicken pie. Net wt. 14 oz. Label. Appl. author: Robert Jaffe. © 31Aug56; KK120928.

PICTURELAND CO. ©
PictureLand. Pictures, photographs, paintings & lithographs. Sheet. Appl. author: Raiberto Comini. © 10May56; KK117861.

PIEL BROS. ©
Beautiful new label outside, same wonderful beer inside. Bert & Harry. Piels light beer. Poster. Appl. author: Young & Rubicam, Inc. © 4May56; KK117870.

Beer lovers arise. Latch on to all the golden Piels you can get your hands on. (In Philadelphia evening bulletin, Nov. 6, 1956, p.60) Appl. author: Young & Rubicam, Inc. © 6Nov56; KK121808.

Bert, a lady from New Jersey wrote in asking me for the recipe for our beer. (In Daily news, New York, June 13, 1956, p.49) Appl. author: Young & Rubicam, Inc. © 13Jun56; KK118026.

Bert, what do you think we should say in our ad in the convention issue of the Food merchants advocate? Piel's light beer. (In Food merchants advocate, convention issue, Oct. 1956, p.11) Appl. author: Young & Rubicam, Inc. © 1Oct56; KK121039.

Folks, Bert and I are celebrating ... Piel's light beer. (In Daily news, July 11, 1956, p.43) Appl. author: Young & Rubicam, Inc. © 11Jul56; KK118922.

Friends, after a long hard day at the television studios, I like to come home and relax with a nice, icy-cold glass of Piel's beer. (In Daily news, New York, Aug. 29, 1956, p.45) Appl. author: Young & Rubicam, Inc. © 29Aug56; KK119385.

Friends, I must apologize. Piel's light beer. (In Daily news, New York, May 16, 1956, p.51) Appl. author: Young & Rubicam, Inc. © 16May56; KK119301.

Golly, Bert, ever since we went on television to tell folks how wonderful Piel's tastes ... Piel's light beer. (In Daily news, New York, June 27, 1956, p.41) Appl. author: Young & Rubicam, Inc. © 27Jun56; KK118027.

Golly, Bert, isn't it wonderful that so many folks have written in asking us for a full schedule of our personal television appearances. Piel's light beer. (In Daily news, New York, June 7, 1956, p.51) Appl. author: Young & Rubicam, Inc. © 7Jun56; KK118025.

Hah, bulls-eye, Harry. Piel's light beer. (In Daily news, New York, Aug. 15, 1956, p.35) Appl. author: Young & Rubicam, Inc. © 15Aug56; KK119386.

Harry, this is exasperating. Piel's light beer. (In Daily news, New York, Aug. 1, 1956, p.39) Appl. author: Young & Rubicam, Inc. © 1Aug56; KK118920.

Hold, madam, have you never watched Badge 714 on the television? Piel's light beer. (In Daily news, New York, Aug. 8, 1956, p.39) Appl. author: Young & Rubicam, Inc. © 8Aug56; KK119387.

I have shot from the kneeling position ... and I have yet to come up with anything but a smashing bullseye for Piels. Tastes best of all because its driest of all. Beer. (In Daily news, New York, June 20, 1956, p.45) Appl. author: Young & Rubicam, Inc. © 20Jun56; KK118574.

I knew this would happen. Piel's light beer. (In Daily news, New York, July 18, 1956, p.35) Appl. author: Young & Rubicam, Inc. © 18Jul56; KK118921.

In sun or shade, the best brew made, Piel's light beer. Outdoor poster. Appl. author: Young & Rubicam, Inc. © 10Sep56; KK120797.

Look, Harry boy, that's not Brand X you're drinking, that's tangy tempting Piel's. Light beer. (In Daily news, New York, Oct. 16, 1956, p.37) Appl. author: Young & Rubicam, Inc. © 16Oct56; KK121040.

Now, the same premium-quality Piels beer at popular prices. (In Evening recorder, Amsterdam, N. Y., Oct. 30, 1956, p.10) Appl. author: Young & Rubicam, Inc. © 30Oct56; KK121794.

The purpose of our attire is not to evoke catcalls from the gallery. Piel's light beer. (In Daily news, New York, Sept. 5, 1956, p.35) Appl. author: Young & Rubicam, Inc. © 5Sep56; KK120420.

Readers and other nice people, we Piel brothers think you'd like our delicious brew most of all. (In Daily news, New York, May 8, 1956, p.37) Appl. author: Young & Rubicam, Inc. © 8May56; KK119302.

Season's greetings from Bert and Harry. Piels light beer. Harry holding mistletoe; Bert holding wreath. Outdoor poster. Appl. author: Young & Rubicam, Inc. © 26Nov56; KK121795.

Tennis anyone? Piels everyone. Piels light beer. Outdoor poster. Appl. author: Young & Rubicam, Inc. © 2Jul56; KK118970.

These new 6-Pak cartons of our delicious beer certainly do make a striking display, Bert. (In Daily news, New York, Aug. 21, 1956, p.23) Appl. author: Young & Rubicam, Inc. © 21Aug56; KK119388.

Try Piel's. Don't just try it, insist on it. Harry & Bert Piel; one holding [beer] glass, one holding bottle. Outdoor poster. Appl. author: Young & Rubicam, Inc. © 15Oct56; KK121038.

We're giving away a tropical island paradise to draw more Piel's customers to your place of business. Piel's light beer. (In Beverage retailer weekly, Sept. 10, 1956, p.24) Appl. author: Young & Rubicam, Inc. © 10Sep56; KK120418.

We're the Piel brothers. Piel's light beer. (In Pennsylvania malt beverage distributor, convention issue, Mar. 1, 1956) Appl. author: Young & Rubicam, Inc. © 1Mar56; KK120416.

Win a real tropical island in our big contest. Piel's light beer. Outdoor poster. Appl. author: Young & Rubicam, Inc. © 10Sep56; KK120796.

Win Bert and Harry Piel's tropical island. 4 unique weekly contests ... Piel's light beer. (In Hartford courant, Sept. 18, 1956, p.8) Appl. author: Young & Rubicam, Inc. © 18Sep56; KK120417.

Win Bert and Harry Piel's tropical island. More than 400 other prizes ... Piel's light beer. (In Daily news, New York, Sept. 11, 1956, p.22-23) Appl. author: Young & Rubicam, Inc. © 11Sep56; KK120419.

PILLSBURY MILLS, INC. ©
The little cake with a big idea. New, Pillsbury Kit cake. (In

PILLSBURY MILLS, INC. © Cont'd.

Everywoman's magazine, Oct. 1956, p.3 of cover) © 27Sep56; KK119814.

Pillsbury Best XXXX buttermilk ... buckwheat mix. 1 lb. net wt. Label. © 1Sep56; KK119815.

Pillsbury Best XXXX buttermilk ... pancake mix. 1 lb. net wt. Label. © 16Jul56; KK119689.

Pillsbury Best XXXX cookie mix; chocolate chip. 13 3/4 oz. net wt. Label. © 10Sep56; KK119812.

Pillsbury Best XXXX fudge brownie mix. 16 oz. net wt. Label. © 10Sep56; KK119813.

Pillsbury Best XXXX gingerbread mix. 14 oz. net wt. Label. © 10Sep56; KK119811.

Pillsbury butterscotch nut icebox cookies. Makes 4 to 5 dozen. Label. © 20Sep55; KK118238.

Pillsbury caramel cake mix. 1 lb. 1 oz. net wt. Label. © 15Jul56; KK118453.

Pillsbury chocolate fudge cake mix. 1 lb. 1 oz. net wt. Label. © 15Jul56; KK118454.

Pillsbury creamy fudge frosting mix. 13 oz. net wt. Label. © 17May56; KK118078.

Pillsbury crunch peanut icebox cookies. Fancy you making fancy cookies like these. Makes 3 to 4 dozen. Label. © 20Sep55; KK118237.

Pillsbury golden yellow cake mix. 1 lb. 1 oz. net wt. Label. © 15Jul56; KK118456.

Pillsbury hot roll mix. Net wt. 14 1/4 ozs. Spec. no.D6, ed.3. Label. © 2Jul56; KK119318.

Pillsbury old fashioned spice cake mix. 1 lb. 1 oz. net wt. Label. © 15Jul56; KK118455.

Pillsbury orange cake mix. 1 lb. 1 oz. net wt. Label. © 15Jul56; KK118452.

Pillsbury quick caramel nut rolls. Caramel and chopped nut topping right in the can. Net wt. 11.8 ozs. Label. © 27Aug56; KK119691.

Pillsbury quick caramel nut rolls. Topping of caramel and chopped nuts, right in the can. Net wt. 11 ozs. Label. © 30Dec55; KK119690.

Pillsbury white cake mix. 1 lb. 1 oz. net wt. Label. © 15Jul56; KK118457.

PINCUS BROS.

Brings out the male in you. Terrier tweed hacking coats are bold, rugged, pull no punches. (In Newsweek, Oct. 22, 1956, p.110) Appl. author: Feigenbaum & Wermen Advertising Agency, Inc. © Pincus Bros. - Maxwell, Inc.; 17Oct56; KK120619.

PINE GROVE CANNING CO., INC. ©

Durand's Poor Boy brand cream style golden sweet corn. Contents 1 pound. Label. Appl. author: H. S. Crocker Co., Inc. © 9Oct56; KK120063.

PINES, SIDNEY H. d.b.a. CORTLANDT PAINT CO. SEE Cortlandt Paint Co.

PIONEER DRUG CO., INC. ©

Doctors report that new miracle discovery floats fat right out of your body. Lecithin. (In The Washington daily news, Jan. 9, 1956, p.13) © Pioneer Drug, Inc.; 9Jan56; KK119641.

New miracle discovery floats fat right out of your body. Calorie Control Plan. (In Dallas morning news, Mar. 4, 1956, p.12, pt.1) © 4Mar56; KK118641.

PIONEER SUSPENDER CO. ©

Never anything like it, the stars come out for Pioneer, most profitable Father's Day promotion in history. Belts, suspenders, wallets, cuff links. (In Men's wear, Apr. 16, 1954, p.92-93) © 16Apr54; KK117823.

PITTSBURGH-DES MOINES STEEL CO. ©

Modern water storage in elevated steel tanks, by Pittsburgh - Des Moines. 16 p. Appl. author: Rolf H. Beck. © 19Jul56; KK119740.

PITTSBURGH PLATE GLASS CO. ©

Design of the month. Folder.

July 1956. © 26Jun56; KK118226.

Aug. 1956. © 6Aug56; KK118893.

Sept. 1956. © 15Aug56; KK119163.

Oct. 1956. © 2Oct56; KK120114.

Nov. 1956. © 14Nov56; KK121485.

PLAS-TEX CORP. ©

Polyethylene, the miracle material, waste basket. Label. © 20Sep56; KK120233.

PLASTIC CONTACT LENS CO. ©

Newsletter. July 1, 1956. Fine points of fitting. Questions and answers. Appl. author: Newton K. Wesley. © 1Jul56; KK118636.

This fascinating story on contact lenses is the story of today's vision. 11 p. Appl. author: Newton K. Wesley. © 1Apr56; KK117974.

PLASTONE CO., INC. ©

Amazing new discovery gives your car a dazzling, super-brilliant hard shell finish. Now, Turtle wax contains Brillium. (In Life, May 16, 1955, p.89) © 16May55; KK119526.

PLAY CRAFT.

Pendulum table tennis. No.126. Label. © Norman Clayton Shatzer operating as Play Craft; 2Jul56; KK118577.

PLYMOUTH RUBBER CO., INC. ©

Found in all the best splices. Plymouth plastic electrical tape. (In Electrical wholesaling, Aug. 1956, p.3 of cover) © 1Aug56; KK118891.

Slipknot friction tape. Found in all the best splices. (In Electrical wholesaling, July 1956, p.3 of cover) © 1Jul56; KK118225.

PNEUMAN, A. H., SR.

Alligator design for a dollar symbol. Leather goods. Sheet. © Arthur H. Pneuman, Sr.; 22Jun56; KK117903.

Bamboo design for a dollar symbol. Bamboo furniture. Sheet. © Arthur H. Pneuman, Sr.; 22Jun56; KK118052.

Christmas wreath design for a dollar symbol. General merchandise. Sheet. © Arthur H. Pneuman, Sr.; 22Jun56; KK118051.

Dragon design for a dollar symbol. Cosmetics & perfumes. Sheet. © Arthur H. Pneuman, Sr.; 22Jun56; KK117905.

Floral design for a dollar symbol. Real & artificial flowers. Sheet. © Arthur H. Pneuman, Sr.; 20Aug56; KK119118.

Mermaid design for a dollar symbol. Bathing suits, general aquatics. Sheet. © Arthur H. Pneuman, Sr.; 22Jun56; KK117902.

Mink design for a dollar symbol. Fur coats. Sheet. © Arthur H. Pneuman, Sr.; 22Jun56; KK117904.

Multi-weave fabrics design for a dollar symbol. Men's & women's clothing. Sheet. © Arthur H. Pneuman, Sr.; 22Jun56; KK118053.

Precious gem design for a dollar symbol. Jewelry; diamonds. Sheet. © Arthur H. Pneuman, Sr.; 22Jun56; KK118050.

POESCHL, JOSEPH M. d.b.a. MAYDAY GAMES. SEE Mayday Games.

POLAR FOODS, INC. ©

Polar broccoli spears. Net weight 9 oz. Label. Appl. author: Crown Zellerbach Corp. © 29Sep56; KK120051.

Polar Brussels sprouts. Net weight 8 oz. Label. Appl. author: Crown Zellerbach Corp. © 1Oct56; KK120050.

Polar cut broccoli. Net weight 10 oz. Label. Appl. author: Crown Zellerbach Corp. © 11Oct56; KK121393.

Polar cut green beans. Net weight 9 oz. Label. Appl. author: Crown Zellerbach Corp. © 1Sep56; KK119832.

Polar french cut green beans. Net weight 9 oz. Label. Appl. author: Crown Zellerbach Corp. © 7Nov56; KK121495.

Polar mixed vegetables. Net weight 10 oz. Label. Appl. author: Crown Zellerbach Corp. © 14Jun56; KK117996.

Polar red raspberries with sugar syrup. Net weight 10 oz. Label. Appl. author: Crown Zellerbach Corp. © 18Sep56; KK119831.

Polar sliced strawberries with sugar. Net weight 10 oz. Label. Appl. author: Crown Zellerbach Corp. © 29Jun56; KK118555.

POND (A. H.) CO., INC. ©

Choosing your diamond rings. Keepsake, world's finest quality. Pamphlet. Appl. author: Flack Advertising Agency. NM: change of 1 ring; changed color. © 16Oct56; KK120694.

POPEIL BROS., INC. ©

Chop-O-Matic. New, just tap it. Food chopper. Label. Appl. author: Samuel J. Popeil. © 20Aug56; KK119896.

POWERS, EMMETT. ©

Powers cold instrument pathogermicide. Sterilizer. Label. © 5Nov56; KK121593.

PRESCOTT, ROBERT WILLIAM, JR. sole proprietor B-P AIRCRAFT CO. SEE B-P Aircraft Co.

PREZANT (S. M.) CO. ©

Plastic cover. All purpose, protects, covers. Label. Appl. author: Sheldon Marvin Prezant. © 25May56; KK118968.

PRO-BRAND PRODUCTS CO. ©

Pro-Brand improved cattle wormer. Net contents: One gallon. Label. © 10Jul56; KK118583.

PROCTER & GAMBLE CO. ©

Beat The Trickster, win $32,000 cash. Joy, liquid detergent. (In Oregon journal, June 28, 1956, section 2, p.14) Appl. author: Leo Burnett Co., Inc. © Procter & Gamble Co.; 28Jun56; KK118770.

Biz, for whiter family washes. New, liquid laundry concentrate. 1 pint net. Label. © Procter & Gamble Co.; 2Apr56; KK120557.

Blue Dot Duz, blue and white detergent. Net weight one pound four ounces. Label. © Procter & Gamble Co.; 30Apr56; KK120112.

Camay, the soap of beautiful women. Label. © Procter & Gamble Co.; 30Dec55; KK119753.

Grown-up waves are fine for grown-ups ... Lilt Party Curl, children's home permanent. (In True confessions, Sept. 1956, p.11) Appl. author: Grey Advertising Agency, Inc. © 7Aug56; KK119225.

Important milestones in modern medicine ... Now, 1956, Procter & Gamble proudly announces: Triumph over tooth decay. Crest toothpaste with Fluoristan ... (In McCall's, July 1956, p.4 of cover) Appl. author: Benton & Bowles, Inc. © 21Jun56; KK119612.

Important milestones in modern medicine ... Now, 1956, Procter & Gamble proudly announces: Triumph over tooth decay. Crest toothpaste with Fluoristan. [Color ad; 4 pictures; tube & box] (In Good housekeeping, July 1956, p.12) Appl. author: Benton & Bowles, Inc. © 20Jun56; KK119664.

Important milestones in modern medicine ... Triumph over tooth decay. Crest toothpaste with Fluoristan. (In Better homes & gardens, Aug. 1956, p.31) Appl. author: Benton & Bowles, Inc. © 25Jul56; KK121396.

Jif, crunchy peanut butter. Net weight 12 oz. Label. © Procter & Gamble Co.; 21Sep56; KK119750.

Kirk's original coco hardwater castile. Soap. © Procter & Gamble Co.; 19Aug47; KK121094.

New Comet cleanser outcleans them all. Comet bleaches out stains and wipes out germs as no other cleanser can. (In Marion star, June 14, 1956, p.28) Appl. author: Compton Advertising, Inc. © 14Jun56; KK118224.

New Comet fortified with Chlorinol bleaches out stains, wipes out germs as no other cleanser can. Appl. author: Compton Advertising, Inc. © 11Oct56; KK120492.

New Lilt, the home permanent you just squeeze on and love twice. (In Life, July 16, 1956, p.39) Appl. author: Grey Advertising Agency, Inc. © 16Jul56; KK118913.

New white Lava, the hand soap. Regular size. Label. © Procter & Gamble Co.; 15Aug55; KK119751.

Now, 1956, Procter & Gamble proudly announces triumph over tooth decay. Crest toothpaste with Fluoristan. [B&W ad, 4 pictures, tube & box] (In Providence evening bulletin, Mar. 27, 1956, p.15) Appl. author: Benton & Bowles, Inc. © 27Mar56; KK118351.

Now, the soap that says I love you to your skin, all new loving pink Camay. (In Empire magazine (The Denver post), Sept. 30, 1956, p.5) Appl. author: Benton & Bowles, Inc. © 30Sep56; KK121420.

Procter & Gamble announces liquid for laundry. Instantly generates a new world of washing power. Biz, for whiter family washes. [Niagara Falls] (In Muskegon chronicle, May 16, 1956, p.32) Appl. author: Walter Mead. © 16May56; KK118089.

Procter and Gamble announces liquid for laundry. Instantly generates a new world of washing power. Biz, for whiter family washes. [Niagara Falls] (In The Evansville press, May 10, 1956, p.42) Appl. author: Walter Mead. © 10May56; KK118087.

Procter & Gamble announces liquid for laundry. Instantly generates a new world of washing power. Biz, for whiter family washes. [Ocean surf] (In The Evansville Sunday courier & press, June 17, 1956, p.7) Appl. author: Walter Mead. © 17Jun56; KK118088.

Procter and Gamble announces liquid for laundry. Instantly generates a new world of washing power. Biz, for whiter family washes. [Surf on rocky shore] (In Muskegon chronicle, May 23, 1956, p.33) Appl. author: Walter Mead. © 23May56; KK118090.

Procter & Gamble announces the greatest shortening improvement in your lifetime, new, Whirl, liquid magic, shortening. [Devil's food cake with icing] (In The Cincinnati pictorial enquirer, Mar. 25, 1956, p.37) Appl. author: Benton & Bowles, Inc. © 25Mar56; KK117831.

Save 10¢ on Big Top peanut butter with coupon below. Appl. author: Compton Advertising, Inc. © W. T. Young Foods, Inc., subsidiary of Procter & Gamble Co.; 20Sep56; KK120493.

Schooltime sandwich ideas. Jif, peanut butter. (In The Galesburg register-mail, Oct. 25, 1956, section 2, p.19) Appl. author: Leo Burnett Co., Inc. © Procter & Gamble Co.; 25Oct56; KK121408.

Special formula Joy, instant liquid for dishes. Net 1 pint, 6 fl. oz. Detergent. Label. © Procter & Gamble Co.; 15Aug55; KK120556.

Special Joy offer. Walking doll, only 50¢. Liquid detergent. (In The Los Angeles examiner pictorial living, Nov. 11, 1956, section 4, p.46) Appl. author: Leo Burnett Co., Inc. © 11Nov56; KK121439.

Special money-saving offer from Procter & Gamble's new Zest, the beauty bar that makes you feel really clean. (In Tampa morning tribune, Tampa, Fla., June 15, 1956, p.6C) Appl. author: Benton & Bowles. © 15Jun56; KK118996.

Special money-saving offer from Procter & Gamble's new Zest, the beauty bar that makes you feel really clean. (In Tulsa daily world, June 15, 1956, p.27) Appl. author: Benton & Bowles, Inc. © 15Jun56; KK118955.

Special offer ... 5¢ off regular price when you buy this special bundle of 3 regular-size bars of Zest. Soap. (In The Tulsa tribune, Mar. 2, 1956, p.23) Appl. author: Benton & Bowles, Inc. © 2Mar56; KK119680.

To every woman whose deodorant has ever failed her. New ice-blue deodorant keeps underarms cool and calm and dry even when you're not. Ice-blue Secret. (In The Marion star, Marion, Ohio, July 26, 1956, p.11) Appl. author: Leo Burnett Co., Inc. © Procter & Gamble Co.; 26Jul56; KK118676.

Totally new kind of bath and beauty bar. Discover a new sensation with Zest. (In St. Petersburg times, Nov. 20, 1955, p.10) Appl. author: Benton & Bowles, Inc. © 20Nov55; KK118394.

Wise birds save 7¢. Zest. Soap. (In Tampa tribune, Sept. 28, 1956, p.19) Appl. author: Benton & Bowles, Inc. © 28Sep56; KK121390.

Your hair behaves the right way the first day. Shasta cream shampoo. (In Screen stories, Nov. 1956, p.4 of cover) Appl. author: Grey Advertising Agency, Inc. © 9Oct56; KK120090.

Zest, deodorant, beauty bar. Label. © Procter & Gamble Co.; 24Oct55; KK119752.

PRODUCTION & MARKETING CO. ©

Troque, another exciting Scrabble product. Game. Label. Appl. author: James Brunot. © 13May56; KK117739.

PRODUCTION GUILD. ©

Personal name imprinted gift items. Personal stationery. Folder. Appl. author: Charles Henry Dillinger. © 1Mar56; KK118515.

PROSPERITY CO., INC.

Metlwal Jr. Metal partitions. Folder. Appl. author: Syracuse Advertising. © Prosperity Co., Inc.; 2Oct56; KK121137.

Power and quality for faster, finer finishing built into the new Prosperity one-girl shirt unit. Laundry machinery. (In American dry cleaner, July 1956, p.48-49) Appl. author: Syracuse Advertising. © Prosperity Co., Inc., a division of Ward Industries Corp.; 8Jul56; KK118881.

Up front with greater convenience and improved functions. Prosperity Speedster-25. Laundry machinery. (In Starchroom laundry journal, July 1956, p.39) Appl. author: Syracuse Advertising. © Prosperity Co., Inc., a division of Ward Industries Corp.; 15Jul56; KK118885.

You get quality + production with a Prosperity one-girl shirt unit. Laundry machinery. Folder. Appl. author: Syracuse Advertising. © Prosperity Co., Inc., a division of Ward Industries Corp.; 18Jun56; KK118878.

PROTECTOWIRE CO. ©

Protectowire heat-sensitive cable, line type thermostat. Folder. NM: minor revisions. © 5Sep56; KK120096.

PULLMAN CO. ©

Ever tried family travel the Pullman way? (In Look) Appl. author: George Drake. © 21Aug56; KK119633.

I've discovered what it means to travel by Pullman. (In Life) Appl. author: George Drake. © 23Sep55; KK118506.

Sell Pullman, same team, different hats. Transportation. (In The Ticket agent) Appl. author: George Drake. © 1May56; KK120037.

Selling Pullman is a good way to keep the railroads sold. Transportation. (In The Ticket agent) Appl. author: George Drake. © 1Mar56; KK118185.

PULSATOR CORP. OF AMERICA. ©

Relieve arthritis, improve circulation this easy do-it-yourself way. Pulse-master. (In New York daily news, Nov. 26, 1956) © 26Nov56; KK121700.

PUROLATOR PRODUCTS, INC. ©

Herb Thomas, ace driver of NASCAR says: We give oil filters their toughest test, and we pick Puro-

PUROLATOR PRODUCTS, INC. © Cont'd.

lator for every make of car. (In Look, May 29, 1956, p.12) Appl. author: J. Walter Thompson Co. © 15May56; KK118335.

Joe Weatherly, ace driver of NASCAR says: You can't fool us about oil filters, we've found Purolator best for every make of car. (In Look, June 26, 1956, p.104) Appl. author: J. Walter Thompson Co. © 12Jun56; KK118338.

Protect your engine like the pros do. Ace NASCAR drivers pick Purolator oil filters for every make of car. (In The Saturday evening post, June 30, 1956, p.13) Appl. author: J. Walter Thompson Co. © 27Jun56; KK118339.

Protect your engine like the pros do. Pick any make of car in championship NASCAR racing, it's protected by a Purolator oil filter. (In The Saturday evening post, June 9, 1956, p.108) Appl. author: J. Walter Thompson Co. © 6Jun56; KK118337.

Protect your engine like the pros do. Racing in grit storm proves Purolator oil filters best for every make of car. (In The Saturday evening post, May 19, 1956, p.109) Appl. author: J. Walter Thompson Co. © 16May56; KK118336.

Q

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©

Get Sunbeam energy, first. C'mon out for a Sunbeam cook out. Sunbeam and barbecue. Streamer. © 1Jul56; KK120802.

Get Sunbeam energy, first. Darn tootin' you can shop here for quality foods. Sunbeam with little boy and trombone. Streamer. © 1Apr56; KK120799.

Get Sunbeam energy, first. Shop here for the freshest foods in town. Sunbeam and boy with football helmet. Streamer. © 1Nov56; KK120798.

Get Sunbeam energy, first. We carry nothing, but the best. Sunbeam with baby in market basket. Streamer. © 1May56; KK120801.

A great change gives you the best. New Holsum Sunbeam. Loaf [of] Sunbeam [bread; housewife, grocer, baker] (In New Orleans item, Apr. 26, 1956) © 26Apr56; KK118273.

A great change gives you the best. New Holsum Sunbeam bread. Girl with pointer. (In The Times picayune, Apr. 30, 1956) © 30Apr56; KK118274.

A great change gives you the best. Reach for Holsum new Sunbeam bread. Woman wearing evening gown. (In New Orleans states, June 6, 1956) © 6Jun56; KK118277.

A great change gives you the best. Reach for new Holsum Sunbeam bread. Woman bowling. (In The Times picayune, May 14, 1956) © 14May56; KK118272.

A great change gives you the best. Reach for new Holsum Sunbeam bread. Woman trying on hat. (In New Orleans states, May 22, 1956) © 22May56; KK118275.

A great change gives you the best. Reach for new Holsum Sunbeam bread. Woman wearing suit. (In New Orleans item, May 3, 1956) © 3May56; KK118276.

Keep 'em happy, get Sunbeam energy first. Sunbeam and boy with bread and jam. Streamer. © 1Sep56; KK120800.

Reach for Sunbeam enriched bread. Sunbeam Bakers. Net weight 1 lb. Label. © 23Apr56; KK118302.

Schneider's milk improved Sunbeam enriched bread. Net weight one pound. Label. © 23Apr56; KK118581.

A tip to grocers from Miss Sunbeam: Push the brands you want to sell. Tie in with Sunbeam's Wife Saver Tips promotion. (In N-A-R-G-U-S bulletin, Sept. 1956, p.10) © 5Sep56; KK119785.

You never had it better. Stroehmann's energy-packed Sunbeam enriched bread. Stays fresh longer. (In Olean times herald, June 14, 1956) © 14Jun56; KK118637.

You never had it better. Stroehmann's Sunbeam bread. Barbecue scene. (In Elmira star-gazette, May 31, 1956) © 31May56; KK120721.

You never had it better. Stroehmann's Sunbeam bread. Boy and policeman. (In The Lock Haven express, Apr. 26, 1956) © 26Apr56; KK120716.

You never had it better. Stroehmann's Sunbeam bread. Girl and sailor. (In Elmira star-gazette, May 17, 1956) © 17May56; KK120718.

You never had it better. Stroehmann's Sunbeam bread. Girl with school teacher. (In Elmira star gazette, Apr. 24, 1956) © 24Apr56; KK120715.

You never had it better. Stroehmann's Sunbeam bread. Man and girl at breakfast table. (In Elmira star-gazette, May 24, 1956) © 24May56; KK120719.

You never had it better. Stroehmann's Sunbeam bread. Man sitting in chair. (In Elmira star-gazette, May 29, 1956) © 29May56; KK120720.

You never had it better. Stroehmann's Sunbeam bread. Woman leaning on door and boy [looking at bread slices on plate] (In Elmira star-gazette, May 10, 1956) © 10May56; KK120717.

R

RALSTON PURINA CO. ©

Pocket manual size Check-R-Mixer. Animal feed. Card. © 25May56; KK118769.

Purina poultry profit meter. King size. The 12 keys for making top profits from my hens. Animal feed. Card. © 18May56; KK118667.

What is the most profitable weight to sell your broilers? Broiler market calculator. Micro-mixed Purina chows. Display poster. © 21May56; KK118668.

RAMPAGE, BEVERLY A. ©

Bev's best buys. Newspaper advertising column. (In Proviso times, Jan. 11, 1956, p.2) © 11Jan56; KK117936.

RAMSEY CORP. ©

Finest get up and go demands advanced 10-Up compression ring performance, too. Ramco piston rings. (In Motor age, Sept. 1956, p.3 of cover) Appl. author: Van Auken, Ragland & Stevens. © 5Sep56; KK120241.

Say Ramco piston rings for finest get up and go. (In Motor age, June 1956, p.3 of cover) Appl. author: Van Auken, Ragland & Stevens. © 5Jun56; KK118216.

Say Ramco piston rings, that's all there is to it. (In Motor age, Aug. 1956, p.3 of cover) Appl. author: Van Auken, Ragland & Stevens. © 5Aug56; KK119350.

Top protection against this when you install Ramco's. 10 Up & C-9 automotive piston rings. (In Motor age, Oct. 1956, p.3 of cover) Appl. author: Van Auken, Ragland & Stevens. © 5Oct56; KK120778.

RAPINWAX PAPER CO. ©

Berry Bounce. Master enriched bread. Wt. 1 1/2 lbs. Wrapper. Label. © 30Jul56; KK118570.

RAY-O-VAC CO. ©

Light when you need it most. Leak proof flashlight battery. [Family with cat & kittens] (In The Saturday evening post, May 28, 1955, p.118) Appl. author: A. M. Anderson. © 24May55; KK121092.

RECORD GUILD OF AMERICA, INC. ©

Tootles, the tug. 45 rpm record. FF-328. Label. © 31Mar54; KK121483.

RED & WHITE DISTRIBUTORS, INC. ©

Red & White brand foods. 35th anniversary of service in supplying American homes with superior quality food products of outstanding value, 1921-1956. (In Ladies' home journal, Apr. 1956, p.146) Appl. author: Reincke, Meyer & Finn, Inc. © 27Mar56; KK118597.

Red & White brand foods. 21st annual trainload sale of new pack foods. (In Life, Oct. 24, 1955, p.67) Appl. author: Reincke, Meyer & Finn, Inc. © 20Oct55; KK118598.

RED HEART DIVISION, JOHN MORRELL & CO. SEE Morrell (John) & Co.

REED MANUFACTURING CO. ©

Cutter wheel reference chart. Appl. author: Campbell Wright. © 19Nov56; KK121195.

REGAL. ©

Coming to 6561 Woodward Ave., today, a new Regal shoe shop. (In Detroit news, Sept. 20, 1956, p.27) Appl. author: Doyle Dane Bernbach, Inc. © 20Sep56; KK120452.

Like walking on air. Shoes. (In The Evening sun, Baltimore, June 6, 1956, p.42) Appl. author: Doyle Dane Bernbach, Inc. © 6Jun56; KK120453.

The true Continental is a construction as well as a style. Shoes. (In The New York times, Oct. 30, 1956, p.15) Appl. author: Doyle Dane Bernbach. © 30Oct56; KK121685.

We're almost embarrassed to tell you the price. Shoes. (In The New York times, Sept. 25, 1956, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 25Sep56; KK120451.

REGAL RUGS, INC. ©

Twinkle. Pile made of viscose rayon and nylon ... Label. Appl. author: Herbert Baker Advertising, Inc. © 29Oct56; KK121199.

REIDENBACH, RUDOLPH V.
Instant Vitality, vegetable concentrate in powder form, rich in minerals. Net wt. 1 lb. Label. © Rudolph V. Reidenbach d.b.a. Vitalife Products; 2Jan56; KK117829.

REMOVALL CO. ©
Removall, the all-purpose cleaner. Label. Appl. author: James Donald Holt. © 16May56; KK118578.

REPUBLIC GEAR CO. ©
Republic Fordomatic and Mercomatic parts identification chart. Automatic transmission small parts and sub assemblies. © 12Oct56; KK120950.

REPUBLIC MOLDING CORP. ©
Guaranteed not to break ... Baby bath. Republic's Polly Flex, the greatest name in plastics. Sheet. Appl. author: Pattison-Lundal. © 6Jul56; KK119521.

Guaranteed not to break ... Di-Pail for baby's diapers. Republic's Polly Flex, the greatest name in plastics. Sheet. Appl. author: Pattison-Lundal. © 6Jul56; KK119520.

New, 72 ounce size ... Pitcher-decanter. Republic's Polly Flex, the greatest name in plastics. Sheet. Appl. author: Pattison-Lundal. © 6Jul56; KK119519.

New, unbreakable ... clothes basket. Republic's Polly Flex, the greatest name in plastics. Sheet. Appl. author: Pattison-Lundal. © 6Jul56; KK119518.

REVLON, INC. ©
Clean and Clear uncovers a purer, finer, brighter skin. Facial cleanser. (In Woman's home companion, Nov. 1956, p.5) Appl. author: C. J. La Roche & Co. © 18Oct56; KK120688.

Even in the dark, he'll know it's you. Intimate. Eau de perfume. (In Harper's bazaar, Dec. 1956, p.19) Appl. author: C. J. La Roche & Co. © 1Dec56; KK121540.

From a distance like this ... your complexion comes alive, you're lovely with Revlon Touch-and-Glow. Cosmetic. (In Good housekeeping, Sept. 1956, p.14-15) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Aug56; KK120316.

Love-Pat your skin to radiant perfection. Cosmetic. (In McCall's, Oct. 1956, p.32-33) Appl. author: C. J. La Roche & Co. © 20Sep56; KK119825.

My face never felt so clean. My skin never looked so clear. Revlon's new Clean and Clear, the cationic cleanser. (In Woman's home companion, Aug. 1956, p.9) Appl. author: C. J. La Roche & Co., Inc. © 19Jul56; KK118368.

Now, lasting curls for little girls. Revlon Satin-Set for children. Pin-curl spray set. (In Parents' magazine, Sept. 1956, p.15) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Aug56; KK119933.

One of the greats, this lingering new fragrance, captivating American women with its charm and elegance, Intimate. Eau de parfum. (In Beauty fashion, June 1956, p.11) Appl. author: C. J. LaRoche & Co. © 10Jun56; KK118417.

Revlon Satin-Set, a curl's best friend. The pin-curl spray-set. (In Sunday news coloroto magazine, New York, July 1, 1956, p.28) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jul56; KK119022.

You don't tell your age, why show it? Moon Drops, the magical moisturizer for dry aging skin. (In Woman's home companion, Nov. 1956, p.16-17) Appl. author: C. J. La Roche & Co., Inc. © 18Oct56; KK120952.

REVLON PRODUCTS CORP. ©
How would you like to have a brand new complexion, tonight? Revlon Touch-and-Glow, liquid makeup. (In Seventeen, Mar. 1955, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Mar55; KK119288.

REYNOLDS MANUFACTURING CO. ©
Reyco makes all three. Plain, ribbed or flanged brake drums. D-456. (In Commercial car journal, Nov. 1956, p.231) Appl. author: Ralph Aquilla Nelms. © 10Nov56; KK121275.

REYNOLDS METALS CO. ©
Aluminum foil packaging as a gas barrier. Report no.3 of a series. (In Food processing, May 1956, p.78) Appl. author: Buchanan & Co., Inc. © 7May56; KK120653.

Aluminum foil packaging as a grease and oil barrier. Report no.4 of a series. (In Food processing, July 1956, p.57) Appl. author: Buchanan & Co., Inc. © 7Jul56; KK120649.

Aluminum foil packaging as a light barrier. Report no.6 of a series. (In Food processing, Nov. 1956, p.65) Appl. author: Buchanan & Co., Inc. © 7Nov56; KK121216.

Aluminum foil packaging as a moisture vapor barrier. Report no.2 of a series. (In Food processing, Mar. 1956, p.31) Appl. author: Buchanan & Co., Inc. © 7Mar56; KK120651.

Aluminum foil packaging as an insulator. Report no.5 of a series. (In Food processing, Sept. 1956, p.70) Appl. author: Buchanan & Co., Inc. © 7Sep56; KK120652.

Back-to-school boon, fix lunch things in advance, keep them fresh in Reynolds Wrap. (In Parade, Sept. 17, 1956, p.22) Appl. author: Buchanan & Co., Inc. © 16Sep56; KK120644.

Brighten your Christmas so many ways with Reynolds Wrap. Aluminum foil. (In This week, Cincinnati enquirer, Dec. 2, 1956, p.45) Appl. author: Buchanan & Co., Inc. © 2Dec56; KK121671.

Choose a famous brand insulation with the Triple Plus of Reynolds aluminum foil. (In Better homes and gardens, Sept. 1956, p.37) Appl. author: Buchanan & Co., Inc. © 21Aug56; KK120647.

Quicker way to more turkey flavor and more meat. Reynolds Wrap; aluminum foil. (In Reader's digest, Nov. 1956, p.195) Appl. author: Buchanan & Co., Inc. © 25Oct56; KK120646.

Research and development laboratories for aluminum foil packaging. Report no.1 of a series. (In Food processing, Jan. 1956, p.65) Appl. author: Buchanan & Co., Inc. © 7Jan56; KK120650.

World's best turkey roaster. Reynolds Wrap, pure aluminum foil. (In Parade, Nov. 18, 1956, p.21) Appl. author: Buchanan & Co., Inc. © 18Nov56; KK121098.

RHAM CO.
3 all-purpose polishing mitts. Label. © Raphael H. Markoe d.b.a. Rham Co.; 9Nov56; KK121083.

RICHARDSON, BLANCHE J. & ROBERT E. RICHARDSON, sole owners, RICHARDSON MANUFACTURING CO. SEE Richardson Manufacturing Co.

RICHARDSON, ROBERT E. & BLANCHE J. RICHARDSON, sole owners, RICHARDSON MANUFACTURING CO. SEE Richardson Manufacturing Co.

RICHARDSON MANUFACTURING CO.
R-R-1 antiseptic. Contents 1 fluid ounce. Label. © Richardson Manufacturing Co., Robert E. Richardson & Blanche J. Richardson, sole owners; 19Jun56; KK118754.

RICHMOND FIREPROOF DOOR CO. ©
Unit steel frames. Pass window. SM-216. Building construction. Sheet. © 15Mar56; KK118429.

Unit steel frames. Telco pass window. SM-217. Building construction. Sheet. © 9Jul56; KK118430.

RIDGE DOOR CO. ©
The Nassau overhead type garage door. Folder. Appl. author: Harold E. Switzgable, Jr. © 15May56; KK117749.

The Ridge Door residential models; installation instructions. Folder. Appl. author: Harold E. Switzgable, Jr. © 15May56; KK117748.

RIGGIO TOBACCO CORP. ©
An announcement of major importance to cigarette smokers. New Regent cigarettes. (In The Providence evening bulletin, June 27, 1956, city ed., p.39) Appl. author: George C. Neumann. © 27Jun56; KK118049.

From the experience of this venerable tobacconist comes the new Regent. (In The Boston daily record, June 6, 1956, p.43) Appl. author: George C. Neumann. © 6Jun56; KK118047.

The revelations of this tobacco scientist helped create the new Regent. (In The New York times, July 2, 1956, late city ed., p.22) Appl. author: George C. Neumann. © 2Jul56; KK118045.

This machine helped change the history of cigarette smoking. Regent. (In The New York herald tribune, June 8, 1956, late city ed., section 2, p.12) Appl. author: George C. Neumann. © 8Jun56; KK118048.

RILLING-DERMETICS CO.
Look to Walgreen's ... Now you can lift years from your face without surgery. Dermetics natural face lift beauty program: Reincarnation & Ageless. Skin fluids. (In Chicago daily tribune, Sept. 10, 1956, pt.2, p.9) Appl. author: Dowd, Redfield & Johnstone, Inc. © Dermetics Co. a division of Rilling-Dermetics Co.; 10Sep56; KK120232.

RIT PRODUCTS DIVISION, BEST FOODS, INC. SEE Best Foods, Inc.

RIVER BRAND RICE MILLS, INC. ©
Fast-cooking rice recipes. The best rice ready to eat as fast as any. Carolina brand rice. (In Look, Apr. 17, 1956, p.58) Appl. author: Donahue & Coe, Inc. © 3Apr56; KK121060.

Now the best rice cooks fast as any. River brand; Carolina brand. (In Look, Nov. 1955, p.18) Appl. author: Donahue & Coe, Inc. © 27Oct55; KK119424.

ROBBIN PRODUCTS. ©

Acapulco gold, luxury dinnerware (& 24 pc. glassware) Ad mat no. 433. Sheet. Appl. author: Meyer Robbin. © 17May56; KK120129.

Aluminum cookware & baking set. Ad mat no.320. Sheet. Appl. author: Meyer Robbin. © 11Jun56; KK120132.

Baby sitter, feeding & play table. Ad mat no.834. Sheet. Appl. author: Meyer Robbin. © 16Jul56; KK120122.

53 pce. set Melmac ... dinnerware; 11 pce. bonus set included. Ad mat no.434. Sheet. Appl. author: Meyer Robbin. © 16Jul56; KK120128.

For a limited time only. Lap robe; 17 jewel Ruff & Tuff watch. (Ruff & Tuff watch with Beacon robe) Ad mat no.687. Sheet. Appl. author: Meyer Robbin. © 24Jul56; KK120640.

Free for trying the camera. Flash reflex camera set. Ad mat no. 791. Sheet. Appl. author: Meyer Robbin. © 23Mar56; KK120125.

Friend making scoop. De luxe model sidewalk bike; beginners, boy's & girl's. Ad mat no.835. Sheet. Appl. author: Meyer Robbin. © 19Jun56; KK120121.

Giddyup play pony. (Spring suspension play pony) Ad mat no.828. Sheet. Appl. author: Meyer Robbin. © 16Apr56; KK120124.

Introductory sale. Hi-lo adjustable lamp. (Adjustable height lamp) Ad mat no.189. Sheet. Appl. author: Meyer Robbin. © 1Aug56; KK120639.

It's easy to cut hair at home ... Home barber sets; electric. Ad mat no.291-A. Sheet. Appl. author: Meyer Robbin. © 18Jul56; KK120133.

Junior drivers all metal 19 pc. truck & car fleet. Ad mat no.833. Sheet. Appl. author: Meyer Robbin. © 3Jul56; KK120123.

Ladies' and men's 10KT and 14KT gold rings. Ad mat no.625. Sheet Appl. author: Meyer Robbin. © 28May56; KK120127.

Portable folding table. Sturdy all steel construction. Ad mat no.187. Sheet. Appl. author: Meyer Robbin. © 2Apr56; KK120135.

Prismatic, center focus binoculars; Beacon lap robe. Ad mat no.796. Sheet. Appl. author: Meyer Robbin. © 19Jun56; KK120126.

3 lamps for the price of 1. Ad mat no.188. Sheet. Appl. author: Meyer Robbin. © 17May56; KK120134.

2 for 1 sale ... dinnerware. Ad mat no.432. Sheet. Appl. author: Meyer Robbin. © 14May56; KK120130.

Waterless cookware set. Ad mat no.321. Sheet. Appl. author: Meyer Robbin. © 11Jun56; KK120131.

ROBBINS (BRUCE P.) TROPHIES, INC. ©

Trophies, an exclusive and complete award service. (Pictorial design letterhead) Appl. author: Bruce P. Robbins. © 1Oct56; KK121155.

ROBERTS-HART, INC. ©

Reel and rifle. Label. Appl. author: M. B. Claff & Sons, Inc. © 13Aug54; KK119956.

Rod and Gun hunting boots, by Roberts-Hart. Label. Appl. author: M. B. Claff & Sons, Inc. © 9Jul56; KK119957.

ROBERTSON (JAMES) CO. ©

Warning. Grand Empereur Napoleon brandy and cognac. (In Price information supplement, Beverage industry news, Oct. 1956, insert) © 1Oct56; KK120064.

ROBINSON, R. BYRON, owner, ROBINSON ADVERTISING AGENCY. SEE Robinson Advertising Agency.

ROBINSON ADVERTISING AGENCY.

Dial your deal on a big M 1956 Mercury. Car mileage computer. Device. © Robinson Advertising Agency, R. Byron Robinson, owner; 11Jun56; KK118571.

ROCHESTER BREWING CO., INC. ©

Topper American Dortmunder beer. Contents 12 fl. oz. Label. © 1Mar56 (in notice: 1954); KK118057.

ROCKWELL SPRING & AXLE CO.

Across the city, across the nation, TDA axles and brakes mean lower operating costs, more successful transit operation. (In Bus transportation, Sept. 1956, p.128-129) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Sep56; KK119620.

For lower operating costs axles and brakes by TDA. (In Bus transportation, July 1956, p.84-85) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Jul56; KK118973.

For operations requiring short transmission steps and high overall gear reduction, the new TDA Wide Range 2-speed axle. (In Commercial car journal, July 1956, p.60-61) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Jul56; KK118981.

Growth and progress facts about Rockwell Spring & Axle Company. (In Newsweek, Nov. 5, 1956, p.111) Appl. author: George Drake. © Rockwell Spring & Axle Co.; 5Nov56; KK121191.

Honest John takes off from TDA axles. (In Ordnance, Sept.-Oct. 1956, p.320-321) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Sep56; KK120555.

How TDA helped put more drive into power farming. (In Agricultural engineering, Oct. 1956, p.695) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1Oct56; KK121079.

New heavy-duty front-end loader uses sturdy TDA planetary-drive axles. Loads sixteen tons, and look what you get. (In Modern materials handling, Aug. 1956, p.41) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Aug56; KK118972.

Now, a new tool for the application of automotive power, the new TDA Wide Range 2-speed axle ... (In Fleet owner) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Jun56; KK118006.

TDA brakes, if it moves, we can stop it. Floating shoe hydraulic brake. (In Contractors and engineers) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1Oct56; KK121159.

TDA brakes, if it moves, we can stop it. Longer life with genuine factory brake replacement parts. (In Automotive industries, June 1, 1956, p.76) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1Jun56; KK119869.

TDA brakes, if it moves, we can stop it. New DM brake ... Duplex Mechanical brake. (In Commercial car journal, Oct. 1956, p.129) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1Oct56; KK120049.

TDA brakes; if it moves we can stop it. New VEE brake. (In Modern materials handling, May 1956, p.147) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1May56; KK118347.

TDA brakes, if it moves, we can stop it. New Vee brake. (In Modern materials handling, May 1956, p.147) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1May56; KK119648.

TDA brakes, if it moves, we can stop it. Ultra-simplicity in a new, compact brake of exceptionally high torque output. New Vee brake. (In Flow, Oct. 1956, p.147) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1Oct56; KK120367.

TDA brakes, if it rotates, we can control it. P series power brakes designed for heavy-duty automotive service. (In Product engineering, Oct. 1956, p.303) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1Oct56; KK120366.

TDA brakes where you have equipment to control or stop. New Timken DLM brake ... (In Construction equipment) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1Oct56; KK120074.

The turnabout that made possible a new tool for application of automotive power, the new TDA Wide Range 2-speed axle. (In Transportation supply news, Aug. 1956, p.12-13) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Aug56; KK118982.

Up to an extra 980 lbs. of payload every trip. TDA tandem driving & trailer axles. (In Commercial car journal, Oct. 1956, p.44-45) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Oct56; KK120365.

Why more busses ride on TDA axles than on all other makes combined. (In Passenger transport, July 20, 1956) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 20Jul56; KK118918.

You get all the brakes when you choose TDA's TK-500 series lightweight trailer axles. (In New Hampshire transport) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Sep56; KK12[illegible].

RODGERS HYDRAULIC, INC. ©

How to push pipe underground without excavating. Bulletin no.331. Folder. Appl. author: Foulke Agency, Inc. © 25Sep56; KK120052.

RODIER, MIRIAM.

Head of Christ. SEE Adasquare Co.

Madonna and Child. SEE Adasquare Co.

ROEBLING'S (JOHN A.) SONS CORP. ©

Quick facts about Roebling. Wire products. Folder. © 25Apr56; KK120533.

ROGERCREST GARDENS. ©

Your Birdie-Hangout is easy to assemble. Bird feeder. Sheet. Appl. author: Frank Verne Twist. © 12Nov56; KK121567.

ROGERS (ROY) FRONTIERS, INC. ©

15,900,000 pairs of eyes. Character licensed merchandise. Mail folder. Appl. author: Elliott V. Bogert. © 29Jun56; KK117940.

ROMAN MEAL CO. ©

Peter Pan genuine Roman Meal bread. Net wt. 1 lb. Label. © 31Jul56; KK118609.

Roman Meal cereal. Net contents 14 ounces. Roman Meal nut bread. Label. © 2Aug56; KK118629.

Roman Meal cereal. Net contents 1 pound 12 ounces. Roman Meal meat loaf. Label. © 2Aug56; KK118628.

Roman Meal cereal. Net contents 2 oz. or over. This is a free sample. Label. © 2Aug56; KK118630.

RONSON CORP. ©

Lighter-tray by Ronson. $4 value for your showcase with $75 purchase of lighter selection of your choice. Cigarette lighters. (In National jeweler, Feb. 1956, p.2 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 1Feb56; KK118330.

Look what's just cropped up, a fresh, new look in lighters by Ronson. (In Life, May 23, 1955) Appl. author: Norman, Craig & Kummel, Inc. © 20May55; KK118154.

Ronson announces: Do-it-yourself lighter, the Decor table-lighter with changeable fabric insert. (In Look, July 26, 1955, p.97) Appl. author: Norman, Craig & Kummel, Inc. © 12Jul55; KK118776.

ROSE HILLS MEMORIAL PARK ASSN. ©

All at one beautiful location, a new mortuary, a new church, a new combined mortuary cemetery service. Rose Hills Mortuary. Appl. author: Smalley, Levitt & Smith, Inc. © 9May56; KK118588.

Beautiful flowers for Memorial Day. Rose Hills Flower Shops located in the new Mortuary building at Rose Hills Memorial Park. Appl. author: Smalley, Levitt & Smith, Inc. © 28May56; KK118589.

In step with modern thinking. The new Rose Hills Mortuary in Southland's most naturally beautiful memorial park. Appl. author: Smalley, Levitt & Smith, Inc. © 4Jun56; KK118590.

Modern in every respect. The new Rose Hills Mortuary. Appl. author: Smalley, Levitt & Smith, Inc. © 19Jun56; KK118586.

The new Rose Hills Mortuary and Churches, within the grounds of Rose Hills Memorial Park. Appl. author: Smalley, Levitt & Smith, Inc. © 7May56; KK118587.

ROSENZWAIG, JOSE. ©

Mar-Jce. Handbags. Label. © 14Sep56; KK119982.

ROSITA PRODUCTS, INC.

Discover the magic of Rosarita Mexican foods. (In Family circle, July 1956, p.93) Appl. author: The McCarty Co. Advertising of Arizona, Inc. © Rosita Products Co., Inc.; 28Jun56; KK118876.

Rosarita frozen complete Mexican dinner. Discover the magic of Rosarita Mexican foods. (In The Arizona republic, June 17, 1956, p.3) Appl. author: The McCarty Co. Advertising of Arizona, Inc. © Rosita Products Co., Inc.; 17Jun56; KK118387.

ROSS LABORATORIES. ©

Breast-feeding baby the way that's natural, practical, economical. 319.02. Similac. Supplemental formula. 10 p. Appl. author: William Douglas McAdams, Inc. © 31Oct56; KK120848.

The importance of lactose in infant feeding. 311.10. Similac. Formula. Folder. Appl. author: William Douglas McAdams, Inc. © 31Oct56; KK120849.

To the mother whose baby's physician has prescribed Similac feeding during the important first year. Infant formula. Pamphlet. Appl. author: William Douglas McAdams, Inc. © 16Aug56; KK120036.

ROTHMAN, HARRY. ©

Ah, those complaints. Wearing apparel. (In The New York times) © 26Sep56; KK119870.

Balmerino for President. Wearing apparel. (In The New York times) © 16Oct56; KK120186.

The carriage trade still comes here. Wearing apparel. (In The New York times) © 4Dec56; KK121835.

Convention report. Rothman's 3-decade sale. Men's wearing apparel. (In The New York times, Aug. 21, 1956, p.20) © 21Aug56; KK119030.

Do you believe in mental telepathy? Wearing apparel. (In The New York times, Aug. 28, 1956, p.14) © 28Aug56; KK119177.

He has a rich father. Wearing apparel. (In The New York times) © 11Sep56; KK119357.

Lesson for educators. Wearing apparel. (In The New York times) © 8Oct56; KK119997.

The odds are 99 to 1. Wearing apparel. (In The New York times) © 11Dec56; KK121677.

Stop that man. Wearing apparel. (In The New York times) © 23Oct56; KK120360.

That's my boy. Wearing apparel. (In The New York times, Sept. 18, 1956, p.22) © 18Sep56; KK119499.

Thirty reasons for thanking you. Wearing apparel. (In The New York times, Aug. 14, 1956, p.10) © 14Aug56; KK119231.

This, too, Harry? Wearing apparel. (In The New York times, Sept. 14, 1956, p.24) © 4Sep56; KK119285.

What a wonderful party. Rothman's 3-decade sale. Men's wearing apparel. (In The New York times, Aug. 7, 1956, p.13) © 7Aug56; KK119042.

Who won the election bet? Wearing apparel. (In The New York times) © 2Oct56; KK119981.

Year-end report. Wearing apparel. (In The New York times) © 18Dec56; KK121841.

ROTO-HOE & SPRAYER CO. ©

Complete power equipment for the larger home and garden. New model 300, Roto-Hoe. Folder. Appl. author: Robert E. Wright. © 29Feb56; KK117971.

Gardening is fun with Roto-Hoe and attachments. Power garden tools. Folder. Appl. author: Robert E. Wright. © 12Apr56; KK117972.

Your dollars buy more in a Roto-Hoe. Power garden tools. Folder. Appl. author: Robert E. Wright. © 29Feb56; KK117970.

ROUMELL, GEORGE T. ©

Champagne baked hams. Mail folder. © 15Aug56; KK120915.

ROX PRODUCTS CO.

At last, concrete driveways, walks, floors in color for pennies per square foot. Masonry paint. (In Detroit yellow pages telephone directory, Sept. 1956, p.980) Appl. author: Clark & Bobertz, Inc. © Henry W. Cairns d.b.a. Rox Products Co.; 1Sep56; KK119497.

At last make floors, patios, driveways and walks look different, use Rox. Masonry paint. (In Popular science, Sept. 1956, p.279) Appl. author: W. B. Doner Advertising. © Henry W. Cairns d.b.a. Rox Products Co.; 1Sep56; KK120482.

Guaranteed protection against water leakage. Rox masonry paint, reclaim your basement. Send for this booklet, today; 18 pages of helpful hints ... (In Popular mechanics, Oct. 1956, p.107) Appl. author: W. B. Doner Advertising. © Henry W. Cairns d.b.a. Rox Products Co.; 1Oct56; KK120485.

Guaranteed protection against water leakage. Rox masonry paint, reclaim your basement. Send for this booklet, today; illustrated in color to help you ... (In Better homes & gardens, Oct. 1956, p.37) Appl. author: W. B. Doner Advertising. © Henry W. Cairns d.b.a. Rox Products Co.; 1Oct56; KK120484.

Rox masonry paint decorates, protects against water. 5 lbs. net. Rev. Label. © Henry W. Cairns d.b.a. Rox Products Co.; 19Jul56; KK119472.

Stop basement leakage for less than 4¢ per square foot. Rox masonry paint guarantees positive protection. Appl. author: W. B. Doner Advertising. © Henry W. Cairns d.b.a. Rox Products Co.; 7Oct56; KK120486.

Stop basement leakage for less than $28. Rox, masonry paint. Appl. author: W. B. Doner Advertising. © Henry W. Cairns d.b.a. Rox Products Co.; 26Aug56; KK119278.

Stop basement water leakage. Rox masonry paint. Streamer. Appl. author: W. B. Doner Advertising. © Henry W. Cairns d.b.a. Rox Products Co.; 1Oct56; KK120483.

RUBIN, EARL D. d.b.a. HOME MADE NOODLE CO. SEE Home Made Noodle Co.

RUFF, U. GILBERT t.a. FEDERAL PHARMACY CO. SEE Federal Pharmacy Co.

RUPPERT, JACOB. ©

This is it, friends, refreshing new Knick. Head & shoulders of Father Knickerbocker holding up glass of beer. (In The Hartford courant, Nov. 1, 1956, p.23) Appl. author: Warwick & Legler, Inc. © 1Nov56; KK121429.

RUPPERT KNICKERBOCKER BEER.

Expect a refreshing surprise when you taste new Knick. Large glass and can. (In The Middletown times herald, Oct. 24, 1956, p.9) Appl. author: Warwick & Legler, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 24Oct56; KK121430.

Have a Knick. Knickerbocker satisfies your beer thirst better and it's less filling, too. Father Knickerbocker holding up glass of beer. (In The Morning telegraph, New York, Apr. 2, 1956, p.10) Appl. author: Warwick & Legler, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 2Apr56; KK119260.

Nick and Nicky say: Take home Knick. Knickerbocker satisfies your beer thirst better. 16 oz. 6 pak ad. (In Phoenixville daily republican, Aug. 29, 1956, p.11) Appl. author: Warwick & Legler, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 29Aug56; KK120041.

Nick and Nicky say: Take home Knick. Nick and Nicky in keystone. (In The Portland evening express, Sept. 12, 1956, p.22) Appl. author: Warwick & Legler, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 12Sep56; KK121432.

Nick and Nicky suggest: little Knick. Knickerbocker satisfies your beer thirst better. Nick and Nicky in keystone. 7 oz. bottle. (In Daily Hampshire gazette, Sept. 12, 1956, p.12) Appl. author: Warwick & Legler, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 12Sep56; KK121431.

Satisfies your beer thirst better and less filling, too. Barbecue scene. (In Brockton daily enterprise, June 6, 1956, p.24) Appl. author: Warwick & Legler, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 6Jun56; KK119261.

Satisfies your beer thirst better and less filling, too. Baseball TV theme. (In The Salem evening news, Salem, Mass., June 6, 1956, p.10) Appl. author: Warwick & Legler, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 6Jun56; KK119266.

Satisfies your beer thirst better and less filling, too. Beach scene. (In The Lowell sun, June 20, 1956, p.22) Appl. author: Warwick & Legler, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 20Jun56; KK119265.

Satisfies your beer thirst better and less filling, too. Boating scene. (In The Evening chronicle, North Attleboro, Mass., July 2, 1956, p.10) Appl. author: Warwick & Legler, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 2Jul56; KK119264.

Satisfies your beer thirst better and less filling, too. Fishing theme. (In Taunton daily gazette, June 6, 1956, p.12) Appl. author: Warwick & Legler, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 6Jun56; KK119282.

Satisfies your beer thirst better and less filling, too. Gardening theme. (In Fall River, Mass., herald news, May 9, 1956, p.40) Appl. author: Warwick & Legler, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 9May56; KK119262.

Satisfies your beer thirst better and less filling, too. Nicky and Nick say: Playing golf is very tiring ... (In Fall River, Mass. herald news, May 2, 1956, p.12) Appl. author: Warwick & Legler, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 2May56; KK120042.

Satisfies your beer thirst better and less filling, too. Tennis scene. (In The Attleboro, Mass., sun, June 27, 1956, p.11) Appl. author: Warwick & Legler, Inc. © Ruppert Knickerbocker Beer, Jacob Ruppert; 27Jun56; KK119263.

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S & C ELECTRIC CO. ©

Standard mounting arrangement selector chart for S & C fused Load Interrupters, SM-Alduti type - indoor - three pole heavy duty. Descriptive bulletin 772, p.7. Aug. 1956. Sheet. © 4Sep56; KK119359.

Standard mounting arrangement selector chart for S & C Load Interrupters - outdoor. Descriptive bulletin 761, p.1. Sept. 1956. Sheet. © 4Sep56; KK119356.

S & W FINE FOODS, INC. ©

S and W wild rice; parched. Net weight 12 ozs. Label. Appl. author: Arthur Roberts, Jr. © 17Sep56; KK120771.

S.O.S. CO.

Spartan steel wool balls. Six large balls. Label. © Cleanser Products, a division of S.O.S. Co.; 29Dec55; KK118605.

SAALFIELD PUB. CO. ©

Animal change-o's. 7516. Game. Label. © 10May56; KK118809.

Canada inlaid map puzzle. 7031. Label. © 15May56; KK118810.

Gimmick box. 6188. Games. Label. © 25Jul56; KK118815.

Picture dominoes. 7515. Game. Label. © 7Jun56; KK118811.

6 standing dolls with lace-on costumes. 6189. Label. © 13Jul56; KK118814.

Topper. 16 shaped coloring books. 6078. Label. © 7Jun56; KK118812.

Wedding party dolls and costumes. 6076. Label. © 27Jun56; KK118813.

SALADA TEA CO., INC. ©

Salada orange pekoe and pekoe black tea. Net wt. 1 lb. Label. © 27Jul56 (in notice: 1955); KK118624.

Salada tea, one cup will pick you up. Label. © Salada Tea Co., Inc.; 24Jul56; KK120081.

SALEM COMMODITIES, INC. d.b.a. CHARTER PRODUCTS CO. SEE Charter Products Co.

SALERNO-MEGOWEN BISCUIT CO. ©

Salerno saltine crackers; thin. 7 1/4 ounces. Label. Appl. author: Paul Hedburn. © 21Sep56; KK119624.

Salerno tricks or treats cookies. 48 cookies. Label. Appl. author: Robert Nelson. © 4Oct56; KK119968.

SALES DEVELOPMENT CORP. ©

Home playland; junior badminton set included. (Home playland with badminton set) Ad mat no.1703. Sheet. Appl. author: Meyer Robbin. © 13Feb56; KK120726.

SAMBERG, BENJAMIN. SEE Bell, Benny.

SAVINGS & LOAN FOUNDATION, INC. ©

If you're saving for a big event, where you save does make a difference. (In Life) Appl. author: McCann Erickson, Inc. © 4Jun56; KK118514.

If you're saving for opportunity, where you save does make a difference. (In U. S. news & world report, Oct. 5, 1956, p.6) Appl. author: McCann Erickson, Inc. © 5Oct56; KK121058.

If you're saving for peace of mind, where you save does make a difference. (In The Saturday evening post, Sept. 1, 1956, p.79) Appl. author: McCann Erickson, Inc. © 1Sep56; KK121057.

If you're saving for your independence, where you save does make a difference. (In Life, July 2, 1956, p.13) Appl. author: McCann Erickson, Inc. © 2Jul56; KK118513.

Who's that funny man? (In The Saturday evening post, Nov. 3, 1956, p.5) Appl. author: McCann Erickson, Inc. © 3Nov56; KK121541.

SAWYER BISCUIT CO., a division of UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.

SCHACHTEL, JOHN S. d.b.a. AVENUE RECORDS. SEE Avenue Records.

SCHENLEY DISTILLERS CO. ©

Clearly finer in the bottle, clearly finer to your taste. [B&W ad; man holding bottle before lighted chandelier] (In The New York times, Sept. 18, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Sep56; KK120266.

Clearly finer in the bottle, clearly finer to your taste. [Color ad; man viewing bottle in daylight] (In Life, Sept. 17, 1956, p.3 of cover) Appl. author: Batten, Barton, Durstine, & Osborn, Inc. © 13Sep56; KK120268.

Frankly speaking, an editorial for the liquor industry, by Sidney Frank. Your stake in National Tavern month. (In Michigan beverage news, May 2, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14May56; KK117855.

If seeing is believing, you'll choose Schenley elegance. (In Ebony, Aug. 1956, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Jul56; KK119702.

Schenley, now see as well as taste its elegance. (In Chicago daily tribune, Mar. 14, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Mar56; KK117765.

Schenley puts the spotlight on whiskey quality. (In Michigan beverage news, Sept. 3, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Sep56; KK120267.

SCHENLEY IMPORT CO. ©

Dewar's White Label and Ancestor Scotch whiskies. Traditional tartan of clan Bruce. (In U. S. news & world report, Aug. 31, 1956, p.4 of cover) Appl. author: Otto Kleppner. © 27Aug56; KK119291.

SCHENLEY INDUSTRIES, INC. ©

Endorse this check here. Enjoy Schenley whiskies of elegance everywhere. Appl. author: Daniel Goldstein. © 11Sep56; KK121186.

If you want water, you can ask for it. If it's beer you want, get Blatz. (In Green Bay press-gazette, June 20, 1956, p.19) Appl. author: John Crawford. © Blatz Brewing Co., a division of Schenley Industries, Inc.; 20Jun56; KK118150.

You never had it so smooth, try smooth new Blatz beer. (In Cedar Rapids gazette, Aug. 8, 1956, p.36) Appl. author: John W. Crawford. © Blatz Brewing Co. (in notice: Blatz Brewing Co., a division of Schenley Industries, Inc.); 8Aug56; KK119084.

SCHENLEY INDUSTRIES, INC. SEE ALSO Blatz Brewing Co.

SCHENLEY LABORATORIES, INC. ©

But in your practice, underweight is no laughing matter ... MorCal. [Bride carrying groom over threshold] 32055. Pharmaceuticals. Post card. © 20Aug56 (in notice: 1955); KK119586.

But in your practice, underweight is no laughing matter ... MorCal. ⌈Thin man passing through crack in doorway⌉ 31755. Pharmaceuticals. Post card. © 7Jun56 (in notice: 1955); KK118362.

But in your practice, underweight is no laughing matter. MorCal. [Trio on the beach; skeleton shadow of thin man reflected in sand] 31355. Pharmaceuticals. Post card. © 5Apr56 (in notice: 1955); KK118168.

Dentate decoy. Unique antacid with milk-like action. Titralac. 38856. Pharmaceuticals. Mail folder. © 2Nov56; KK120475.

Do you think Cinderella would have gotten Prince Charming if she were thin as a rail? MorCal. 31655. Pharmaceuticals. Post card. © 17May56 (in notice: 1955); KK118156.

Fast-acting. Formally-attired greeter ... Titralac. 25755. Pharmaceuticals. Post card. © 8Mar56 (in notice: 1955); KK118159.

Fast-acting. Precipitant dweller of precipes ⌈sic⌉ the aoudad ... Titralac. 25855. Pharmaceuticals. Post card. © 23Apr56 (in notice: 1955); KK118160.

Fast-acting. Sullen denizen of southern United States waterways, the cottonmouth moccasin ... Titralac. 25455. Pharmaceuticals. Post card. © 5May56 (in notice: 1955); KK118161.

Good tasting cornucopia of plenty, the lovely south Pacific conch ... Titralac. 26055. Pharmaceuticals. Post card. © 15Jun56 (in notice: 1955); KK118359.

I see you putting on weight, and then ... MorCal. 31955. Pharmaceuticals. Post card. © 16Jul56 (in notice: 1955); KK118363.

I want something that can stand on its own feet. MorCal. 31855. Pharmaceuticals. Post card. © 21Jun56 (in notice: 1955); KK118361.

I'm going to have to turn back, I'm exhausted. MorCal. 31155. Pharmaceuticals. Post card. © 5Mar56 (in notice: 1955); KK118167.

Impractical patent, a dubious boon to the hard-of-hearing ... Dorbane. 29455. Pharmaceuticals. Post card. © 12Apr56 (in notice: 1955); KK118157.

Impractical patent, a hundred years ago this looked like a hot item ... Dorbane. 23855. Pharmaceuticals. Post card. © 28Jun56 (in notice: 1955); KK118355.

Impractical patent, animal trap, 1882 version. Dorbane. 29555. Pharmaceuticals. Post card. © 5May56 (in notice: 1955); KK118356.

Impractical patent, combined umbrella, cane and seat ... Dorbane. 29255. Pharmaceuticals. Post card. © 16Mar56 (in notice: 1955); KK118165.

Impractical patent, had this exercise machine ever gotten off the drawing boards ... Dorbane. 29655. Pharmaceutical. Post card. © 26Jul56 (in notice: 1955); KK120010.

Impractical patent, just the thing for the nineteenth-century dandy ... Dorbane. 30055. Pharmaceuticals. Post card. © 10Sep56 (in notice: 1955); KK119584.

Impractical patent, said to be an improvement ... Dorbane. 23955. Pharmaceuticals. Post card. © 12Jul56 (in notice: 1955); KK120011.

Impractical patent, something really cozy for extremes in weather ... Dorbane. 23655. Pharmaceuticals. Post card. © 26Aug56 (in notice: 1955); KK119583.

Impractical patent, the inventor of this balloon-operated elevator ... Dorbane. 23755. Pharmaceuticals. Post card. © 10May56 (in notice: 1955); KK118158.

Impractical patent, this early orthopedic aid constricted the wearer's chest ... Dorbane. 29955. Pharmaceuticals. Post card. © 30Aug56 (in notice: 1955); KK119585.

Impractical patent, this remote-control saw brought new complexity ... Dorbane. 29755. Pharmaceuticals. Post card. © 14Jun56 (in notice: 1955); KK118357.

It happens every day. MorCal. 31255. Pharmaceuticals. Post card. © 19Mar56 (in notice: 1955); KK118166.

Lissome lizard. Unique antacid with milk-like action. Titralac. 41356. Pharmaceuticals. Post card. © 19Oct56; KK120476.

Long lasting, camouflaged survivor of a group which first appeared during the Pliocene ... Titralac. 25955. Pharmaceuticals. Post card. © 15Jun56 (in notice: 1955); KK118358.

Long-lasting echo of the primordial past ... Titralac. 26155. Pharmaceuticals. Post card. © 15Jun56 (in notice: 1955); KK118360.

Long-lasting, Piscine armor-clad, the Aruana ... Titralac. 24555. Pharmaceuticals. Post card. © 21May56 (in notice: 1955); KK118155.

Master musician, Ludwig van Beethoven ... Diafen. 27255. Pharmaceuticals. Post card. © 16Apr56; KK118163.

Mighty monarch, Frederick the Great ... Diafen. 27155. Pharmaceuticals. Post card. © 2Apr56; KK118164.

Piscine paradox. Unique antacid with milk-like action. Titralac. 41456. Pharmaceuticals. Post card. © 23Nov56; KK120477.

Prodigious proboscis. Titralac, unique antacid with milk-like action. 37456. Pharmaceuticals. Mail folder. © 5Oct56; KK120666.

Protect the patient at the danger points in hypertension and cardiovascular disease. Rutaminal. Vascutum. Pharmaceutical. Mail folder. © 26Oct56; KK121208.

Reeves, go in for Randolph. The pace is too much for him. MorCal. 31455. Pharmaceuticals. Post card. © 19Apr56 (in notice: 1955); KK118169.

Supreme scholar, the first outstanding rationalist and man of letters ... Diafen. 27055. Pharmaceuticals. Post card. © 1Mar56; KK118162.

Truly unique evacuant. Dorbantyl. 42656. Pharmaceutical. Mail folder. © 16Nov56; KK121209.

SCHICK, INC. ©

And I mean close. Man shaving with red shaver. (In Life, Nov. 5, 1956, p.176) Appl. author: Warwick & Legler, Inc. © 1Nov56; KK121200.

At last, the electric shaver that really understands a woman's grooming problems. Lady Schick. (In Life, Oct. 22, 1956, p.100) Appl. author: Warwick & Legler, Inc. © 18Oct56; KK121244.

Presenting the new Lady Schick, the electric shaver that really understands a woman's grooming problems ... (In Life, Sept. 24, 1956, p.118-119) Appl. author: Warwick & Legler, Inc. © 20Sep56; KK119991.

Schick is first, first in closeness and comfort, now first again with colors for men. Electric shavers. (In Life, Oct. 1, 1956, p.30) Appl. author: Warwick & Legler, Inc. © 27Sep56; KK120072.

Schick is first with colors for men. Electric shavers. (In Life, Sept. 17, 1956, p.16-17) Appl. author: Warwick & Legler, Inc. © 13Sep56; KK119855.

That's what I call close. Man with red hair shaving with green shaver. (In Life, Oct. 15, 1956, p.180) Appl. author: Warwick & Legler, Inc. © 11Oct56; KK121337.

SCHLAGE LOCK CO. ©

Eye appeal creates sales appeal for Schlage locks. Schlage Color-Accent backgrounds for open-back escutcheons. Form no.662. Sheet. Appl. author: Robert W. Ebey. © 5Jul56; KK118097.

Lock modernization in minutes with the new Schlage relocking unit. Form no.629. Folder. Appl. author: Robert W. Ebey. © 26Nov56; KK121422.

Ready-made fashion note for imaginative doorways. Schlage open-back lock designs with new pre-cut Color-Accent backgrounds from Con-Tact. Form no.664. Sheet. Appl. author: Robert W. Ebey. © 8Nov56; KK121421.

Schlage no.1034 color-accent backgrounds for Manhattan escutcheons. Form P-5480. Envelope. Appl. author: Robert W. Ebey. © 5Jul56; KK118072.

Schlage no.1035 color-accent backgrounds for Continental escutcheons. Form P-5481. Envelope. Appl. author: Robert W. Ebey. © 5Jul56; KK118073.

SCHLITZ (JOSEPH) BREWING CO. ©

Ask for Schlitz, see why it outsells all other beers. (In Life, May 14, 1956, p.99) Appl. author: J. Walter Thompson Co. © 11May56; KK117888.

Big summer-thirst 6 pak. Pak & man on inner tube. Poster. Appl. author: J. Walter Thompson Co. © 1Aug56; KK121487.

Don't forget the thirsty folks at home. (In New Haven journal-courier, Aug. 8, 1956, p.8) Appl. author: J. Walter Thompson Co. © 8Aug56; KK121023.

Forecast: Hot. Keep plenty cooling. (In New Haven journal-courier, Aug. 17, 1956, p.3) Appl. author: J. Walter Thompson Co. © 17Aug56; KK121024.

Leisure's light refresher, Schlitz. [Couple, with beer, viewing TV] (In Look, Sept. 18, 1956, p.32) Appl. author: J. Walter Thompson Co. © 4Sep56; KK121025.

Light refreshment is half the fun. [Schlitz beer on table; woman with glass watching man carve pumpkin] (In Life, Oct. 22, 1956, p.113) Appl. author: J. Walter Thompson Co. © 19Oct56; KK121027.

Look, just 1¢ a can difference. Boy & girl holding 6 pak. Poster. Appl. author: J. Walter Thompson Co. © 20Oct56; KK121494.

Look, only a penny more a can. 6 pak. Man & woman design. Poster. Appl. author: J. Walter Thompson Co. © 15Aug56; KK121488.

New Schlitz Tall Boy. 24 ounce can. No.8810. Poster. Appl. author: J. Walter Thompson Co. © 20Apr56; KK117869.

New, Schlitz Tall Boy economy 6-pak. Poster. Appl. author: J. Walter Thompson Co. © 20May56; KK118554.

Out-refreshes them all. It's playtime's largest-selling beer. [Man and woman on beach] (In Collier's, July 20, 1956, p.58) Appl. author: J. Walter Thompson Co. © 5Jul56; KK119152.

Protecting your right to do business. Schlitz beer. (In The Server, May 14, 1956, p.5) Appl. author: J. Walter Thompson Co. © 14May56; KK117890.

Refresh at this sign, Schlitz. Poster. Appl. author: J. Walter Thompson Co. © 1Sep56; KK121491.

Refresh at your tavern. [Man's hand on Schlitz tap; glass of draught beer] (In The Evening news, Harrisburg, Pa., Oct. 4, 1956, p.11) Appl. author: J. Walter Thompson Co. © 4Oct56; KK121026.

Refresh at your tavern. Poster. Appl. author: J. Walter Thompson Co. © 1Sep56; KK121492.

Refreshing and so light. Bowling scene. Form no.5162. Poster. Appl. author: J. Walter Thompson Co. © 1Sep56; KK121493.

Refreshing and so light. Boy & girl with portable TV. Form no.5158. Poster. Appl. author: J. Walter Thompson Co. © 1Oct56; KK121489.

Refreshing and so light. Half quart. Man with fishing rod. No.59350. Poster. Appl. author: J. Walter Thompson Co. © 20Jul56; KK119157.

Refreshing and so light. Man cutting face on pumpkin. Form no.5159. Poster. Appl. author: J. Walter Thompson Co. © 1Nov56; KK121490.

Schlitz, refreshing and so light. The beer that made Milwaukee famous. 9319. [Picnic design] Poster. Appl. author: J. Walter Thompson Co. © 20Jun56; KK118705.

Schlitz with food and fun and sun. Outsells them all. [Man and woman fishing] (In Life, Aug. 13, 1956, p.53) Appl. author: J. Walter Thompson Co. © 10Aug56; KK119151.

Tall Boy's in town. Satisfies a Texas-type thirst. (In The Dallas times herald, May 1, 1956, p.8-B) Appl. author: J. Walter Thompson Co. © 1May56; KK121022.

World's largest-selling beer and refreshing as all outdoors. Schlitz. (In Life, June 18, 1956, p.79) Appl. author: J. Walter Thompson Co. © 15Jun56; KK117889.

SCHMID (JULIUS) INC. ©

How to use Vagisec jelly and Vagisec douche together once a day as directed by your physician. Folder. © 31Jul56; KK118683.

These trichomonads gone for good after explosion. Vagisec liquid & jelly. Folder. © 17Sep56; KK120276.

Vagisec jelly provides 'round-the-clock effective home treatment in vaginal trichomoniasis. Folder. © 17Sep56; KK120275.

Within 11 days trichomonads in this infection exploded and disappeared. Vagisec liquid and jelly. Mail folder. © 4Oct56; KK120274.

SCHMIDT, EMIL A. & MAURICE R. JOHNSON d.b.a. JOHNSON & SCHMIDT. SEE Johnson & Schmidt.

SCHMIDT (JACOB) BREWING CO.

Have fun, forget about this small distraction, a picnic with Schmidt brings satisfaction. (In Mankato free press, June 29, 1956, p.14) Appl. author: Maxon, Inc. © Pfeiffer Brewing Co. d.b.a. Jacob Schmidt Brewing Co.; 29Jun56; KK118792.

Have fun; he'd trade his chance at a ten-point deer for a roaring fire and a tall Schmidt beer. (In St. Paul dispatch, Oct. 6, 1956, p.9) Appl. author: Maxon, Inc. © Pfeiffer Brewing Co. d.b.a. Jacob Schmidt Brewing Co.; 6Oct56; KK120763.

Have fun, rain or sunshine, come what may, Schmidt is sure to save the day. (In Mankato free press, June 15, 1956, p.11) Appl. author: Maxon, Inc. © Pfeiffer Brewing Co. d.b.a. Jacob Schmidt Brewing Co.; 15Jun56; KK118791.

Have fun, sneaking a light snack late at night? (In Mankato free press, May 18, 1956, p.8) Appl. author: Maxon, Inc. © Pfeiffer Brewing Co. d.b.a. Jacob Schmidt Brewing Co.; 18May56; KK118789.

Have fun, when the fish seem extra slow to bite, Schmidt makes waiting a delight. (In Mankato free press, May 29, 1956, p.13) Appl. author: Maxon, Inc. © Pfeiffer Brewing Co. d.b.a. Jacob Schmidt Brewing Co.; 29May56; KK118790.

SCHMIDT LITHOGRAPH CO. ©

Big servings, big savings, half gallons. Foremost ice cream. Streamer. © 1Sep56; KK120787.

Cool, chocolate mint sundae. Foremost ice cream. Streamer. © 1Oct56; KK120791.

Flavor harmony, root beer whip. Tastemark. Streamer. © 1Oct56; KK120790.

For discriminating tastes, Rosemary Clooney suggests Foremost, old fashioned french ice cream ... Label. © 1Sep56; KK120784.

A new record in flavor, Foremost butter brittle ice cream. Label. © Schmidt Lithograph Co.; 1Sep56; KK120785.

Remember Foremost Eskimo Pie. Vanilla ice cream with de luxe chocolate coating. Streamer. © 17Jul56; KK120792.

Rosemary Clooney sings for Foremost; banner. Ice cream. © 1Sep56; KK120786.

Rosemary Clooney suggests flavor you can see; Foremost sherbet. Streamer. © 1Sep56; KK120788.

A treat to beat the band, Foremost peppermint stick ice cream. Streamer. © Schmidt Lithograph Co.; 1Sep56; KK120789.

SCHOENEMAN (J.) INC. ©

Elegance; imported Duprini silk luxury suits for men. Folder. Appl. author: Stuart E. Stern. © 1Sep56; KK120523.

It's not perplexing. Will-O-Wisp dacron worsted suit with the cashmere feel. Folder. Appl. author: Stuart E. Stern. © 1Sep56; KK120518.

Just the ticket for Philadelphia. Aerzone light-weight worsted suit. Folder. Appl. author: Stuart E. Stern. © 1Sep56; KK120524.

King of summer suits, imported Coronado with Turkish kid mohair. (In Time, May 17, 1954, p.7) Appl. author: Stuart E. Stern. © 14May54; KK119674.

Picture it, you in a Kingsridge worsted suit. Folder. Appl. author: Stuart E. Stern. © 1Sep56; KK120520.

Trans-Aire silk 'n worsted, a lightweight suit that is fabulously cool. Sheet. Appl. author: Stuart E. Stern. © 1Sep56; KK120641.

Up, up, up. Imported Coronado, king of summer suits. Folder. Appl. author: Stuart E. Stern. © 1Sep56; KK120521.

You could try 2000 pounds of ice ... but for practical coolness, imported Coronado, king of summer suits. Folder. Appl. author: Stuart E. Stern. © 1Sep56; KK120522.

Your best bet. GadAbout Sportsemble. Clothing. Folder. Appl. author: Stuart E. Stern. © 1Sep56; KK120519.

SCHOFIELD MANUFACTURING CO. ©

Panel-rama. Letterhead for publicity sheet. Automobile body repair panels. © 17Aug56; KK119122.

Schofield panels, they fit. Revised catalogue supplement page 7-8. Automobile body repair panels. © 17Aug56; KK119121.

What every smart autobody man knows. Look for the Schofield label on every body panel and body-section you buy. Folder. © 12Jul56; KK118267.

SCHOLL MANUFACTURING CO., INC. ©

Enjoy soothing, invigorating Dr. Scholl's electric foot massager. Folder. © 29Oct56; KK121123.

For women who spend long hours on their feet. Dr. Scholl's Supersheer elastic stockings. Folder. Appl. author: William Mathias Scholl. © 20Nov56; KK121373.

SCHREIBER MILLS, INC. ©

Lassy dog food. Cubes for all dogs. 25 pounds net. Label. Appl. author: Allen Schreiber. © 13Apr56; KK118229.

SCHWAB & BEATTY, INC. ©

10 tested ways to get more inquiries from your advertising. (In The New York times, Nov. 12, 1956, p.60) © 12Nov56; KK121402.

SCHWAIGER MANUFACTURING CO. ©

New Schwaiger double lock nut. Sheet. Appl. author: Leo Schwaiger, Sr. © 5Mar56; KK118472.

SCHWARTZ, JOSEPH K. d.b.a. LYRISH INSTANT FOODS. SEE Lyrish Instant Foods.

SCHWEIGERT MEAT CO. ©

Dinty Moore Ham-Etts, old fashioned ham goodness. 8 oz. Specialty meat products. Label. Appl. author: Raymond C. L. Schweigert. © 25Jun56; KK118638.

SCOLDING LOCKS CORP. ©

Rubber tipt, Glamour Guard bob pins, styled by Scoldy Lox. Label. © 5Oct56; KK121653.

SCRATCH PAD PRINTERS. ©

And now, here's big news --. (Monthly news bulletin; memo from Scratch Pad Printers) Sheet. Appl. author: Mark A. Condic, Jr. © 5Jul56; KK117745.

SCUDDER SYRUP CO. ©

Re-Fresh-U, raspberry flavored syrup. Contents 12 fl. ozs. Label. Appl. author: Josephine K. Cirese. © 1Jul47; KK118778.

SCURICH (STEPHEN) ORCHARDS.

Delicious Candy Stripe apples. 4 lbs. net weight. Label. Appl. author: La Thayne Peterson. © Stephen Scurich Orchard d.b.a. Stephen Scurich Orchards; 31Oct55; KK119052.

SEALY, INC. ©

Sealy 75th diamond anniversary sale. Mattresses. (In Life, Jan. 30, 1956, p.74-75) © 25Jan56; KK119984.

SEAMLESS RUBBER CO. ©

F.O.S. industrial tape. (In Business week, June 11, 1955, p.108) Appl. author: Edwin P. Dawson. © 11Jun55; KK121660.

The tape in which uniformity of product and performance is controlled ... F.O.S. industrial tape. (In Business week, Nov. 26, 1955, p.77) Appl. author: Edwin P. Dawson. © 28May55; KK120495.

SEEBURG MUSIC LIBRARY, INC. ©

Seeburg music goes anywhere. Records. (In Fortune, Jan. 1956, p.177) © 27Dec55; KK120558.

SELECTED GLADS, INC. ©

All-America gladiolus. Royal Stewart. Cut flowers. Label. © 26Jun56; KK118463.

SELF WINDING CLOCK CO., INC.

Kybernetes, all electronic, automatic data logger. Bulletin 108. Folder. Appl. author: Clifford E. Mathewson. © Kybernetes Corp., division of Self Winding Clock Co., Inc.; 17Sep56; KK119632.

SEROT, I.

Imports from Israel. Wholesale prices. Gifts & handicrafts. 15 p. © Isadore Serot; 12Aug56; KK121764.

SERVO CORP. OF AMERICA. ©

Come and see us at the 1956 Wescon western electronic show & convention. Folder. © 17Aug56; KK121725.

Here it is, big as life. Servoflight VHF receiver R-5200. Folder. © 24Jul56; KK121723.

How to design better control systems in less time. Servomation building blocks. Folder. © 15Aug56; KK121724.

Properties of infrared transmitting materials. Folder. © 3Jul56; KK119677.

Servo Corporation of America has produced more infrared weapons systems than anyone else in the world. 6 p. © 17Oct56; KK121722.

Servoflight VHF receiver R-5200. Electronic equipment. Folder. © 10Aug56; KK119588.

Servoscope. Analyzer series 1100. Electronic equipment. Folder. © 18Jul56; KK121726.

This is Servo. Annual report 1955. Electronic equipment. Pamphlet. © 12Apr56; KK118461.

SEVEN-UP CO. ©

And give yourself a quick lift with this fresh, clean taste. Soft drink. (In Life, Oct. 1, 1956, p.13) Appl. author: J. Walter Thompson Co. © 28Sep56; KK121020.

A better Collins doesn't take time, it takes Seven-Up. Soft drink. (In Collier's, Aug. 3, 1956, p.39 Appl. author: J. Walter Thompson Co. © 19Jul56; KK119155.

Big-league thirsts call for a real thirst-quencher. Soft drink. (In Look, May 1, 1956, p.3 of cover) Appl. author: J. Walter Thompson Co. © 17Apr56; KK117891.

Bone-dry lazybones need this real thirst quencher. Just grab a chilled 7-Up. Soft drink. (In Life, July 30, 1956, p.2 of cover) Appl. author: J. Walter Thompson Co. © 27Jul56; KK119156.

Enjoy a Seven-Up float, make it with 7-Up and your favorite ice cream. Soft drink. (In Life, June 11, 1956, p.56-57) Appl. author: J. Walter Thompson Co. © 8Jun56; KK117893.

Keep cool when the heat's on, it's your real thirst quencher. Soft drink. (In Life, Sept. 10, 1956, p.2 of cover) Appl. author: J. Walter Thompson Co. © 7Sep56; KK121018.

Quickest to make, coolest to take. Seven-Up Collins. Soft drink. (In Collier's, July 6, 1956, p.17) Appl. author: J. Walter Thompson Co. © 21Jun56; KK119154.

Seven-Up and vodka-ah-h. Soft drink. (In Collier's, June 8, 1956, p.51) Appl. author: J. Walter Thompson Co. © 24May56; KK117894.

Stop sign for thirst all along the way, the real thirst quencher. Soft drink. (In Life, July 9, 1956, p.104) Appl. author: J. Walter Thompson Co. © 6Jul56; KK119153.

Takes less than a minute with Seven-Up in it. Best Collins ever. Soft drink. (In Collier's, May 11, 1956, p.67) Appl. author: J. Walter Thompson Co. © 26Apr56; KK117892.

Try this for sighs: Seven-Up and vodka-ah-h. Soft drink. (In Collier's, Sept. 28, 1956, p.61) Appl. author: J. Walter Thompson Co. © 13Sep56; KK121019.

SEXTON (JOHN) & CO. ©

La Salle. Service from ... Long Island City. R-4. Food products. Label. © 15Jun56; KK118322.

Sexton cut stringless wax beans. Net weight 15 1/2 oz. Label. © 15Jun53; KK118873.

Sexton gelatine dessert. Label. © 23Aug56; KK119185.

Sexton instant dessert powder. Contents 5 lbs. Label. © 23Aug56; KK119186.

Sexton quality. Pictures of fruits. Food products. Label. © 23Aug56; KK119184.

Sexton quality. Pictures of vegetables. Food products. Label. © 23Aug56; KK119183.

Sexton quality. R-2. Food products. Label. © 28Oct54; KK118320.

Sexton quality. R-71. Food products. Label. © 10Jun55; KK118321.

Sexton quality tomato juice. Net 1 pt. 2 fl. oz. R-2. Label. © 15Jun53; KK118323.

SHATZER, NORMAN CLAYTON operating as PLAY CRAFT. SEE Play Craft.

SHEAFFER (W. A.) PEN CO. ©

Caught in the act of giving the finest. Sheaffer's white dot Snorkel pen. (In The National geographic magazine, Nov. 1956, p.4 of cover) Appl. author: Russel M. Seeds Co., Inc. © 1Nov56; KK121047.

Feathertouch ballpoint. You've seen it on TV writing on a ... flimsy house of cards. (In Little Lotta, Harvey comics, Sept. 1956, p.16) Appl. author: Russel M. Seeds Co., Inc. © 1Sep56; KK119900.

Introducing Sheaffer's cartridge pen; ends ink mess. [Cartridge being inserted into pen] (In Spooky, Harvey comics, Sept. 1956, p.2 of cover) Appl. author: Russel M. Seeds Co., Inc. © 1Sep56; KK119901.

Newest idea in fountain pens. You can carry the ink right in your pocket. Sheaffer's cartridge pen. (In Boys' life, Aug. 1956, p.20) Appl. author: Russel M. Seeds Co., Inc. © 1Aug56; KK119897.

Newest idea in fountain pens. You can carry your ink supply right in your purse. Sheaffer's cartridge pen. (In American girl, Aug. 1956, p.7) Appl. author: Russel M. Seeds Co. © 1Aug56; KK119899.

Notice the white dot? Everyone does. Sheaffer's Snorkel pen. (In Coronet, Dec. 1956, p.4 of cover) Appl. author: Russel M. Seeds Co., Inc. © 22Nov56; KK121192.

Notice the white dot? Everyone does. Snorkel pen. (In Life, Nov. 19, 1956, p.64) Appl. author: Russel M. Seeds Co., Inc. © 15Nov56; KK121333.

Sheaffer gifts for every purse and person. Writing pens, pencils and desk sets. (In Better homes & gardens, Dec. 1956, p.4 of cover) Appl. author: Russel M. Seeds Co., Inc. © 1Dec56; KK121334.

The white dot says, it's right. Sheaffer's white dot Snorkel pens. [Man's fingers forming circle around white dot of pen] (In Life, Aug. 20, 1956, p.2 of cover) Appl. author: Russel M. Seeds Co., Inc. © 16Aug56; KK119902.

SHEAFFER (W. A.) PEN CO. © Cont'd.

The white dot says, it's right. Sheaffer's white dot Snorkel pens. [Man's fingers forming circle around white dot on pen] (In The National geographic magazine, Sept. 1956, p.4 of cover) Appl. author: Russel M. Seeds Co., Inc. © 1Sep56; KK119898.

SHELDON SUN PUB. CO.

Sunny days at Sheldon. SEE Worthington, Brice.

SHELL OIL CO. ©

Batter up, two million times a second. Lubricants. (In The Saturday evening post, Oct. 6, 1956, p.2) Appl. author: J. Walter Thompson Co. © 3Oct56; KK121564.

Every day is Monday in the land of cotton. Petroleum products. (In The Saturday evening post, July 21, 1956, p.2) Appl. author: J. Walter Thompson Co. © 18Jul56; KK118960.

New platter batter gives better servings. Petroleum products. (In The Saturday evening post, June 23, 1956, p.2) Appl. author: J. Walter Thompson Co. © 20Jun56; KK118959.

Now they've stopped the suitcase stomp. Lubricants. (In The Saturday evening post, Sept. 15, 1956, p.2) Appl. author: J. Walter Thompson Co. © 12Sep56; KK121562.

Underground glass miners hit pay dirt. Lubricants. (In The Saturday evening post, Nov. 10, 1956, p.2) Appl. author: J. Walter Thompson Co. © 7Nov56; KK121561.

SHEPS HOUSEHOLD PRODUCTS.

The housewife's dream cleanser. Sheps Clean-O-House, all purpose liquid wax polish. One pint. Label. Appl. author: Shepard Roberts. © Sheps Household Products, Inc.; 26Oct56; KK120665.

SHERMAN PAPER PRODUCTS CORP. ©

Case history. Sheet.

1082. Sherm-A-Pak; wooden furniture. © 16Apr56; KK119527.

1083. Spot-Seal; childrens' furniture. © 16Apr56; KK119528.

1084. Roll-Edge protector. © 30Apr56; KK119529.

1085. Jet-Wrap. © 30Apr56; KK119530.

1086. Corroflex, V-18. © 15May56; KK119531.

1087. Tube-Tainer. © 15May56; KK119532.

1088. Sherm-A-Pak, prefab aluminum jalousie. © 30May56; KK119533.

1089. Sherm-A-Pak, porcelain enamel parts. © 30May56; KK119534.

1090. Sherm-A-Pak, furnace panels. © 11Jun56; KK119535.

1091. Corroflex, kitchen cabinets. © 11Jun56; KK119536.

1092. Corroflex, C-3143. © 25Jun56; KK119537.

1093. Corroflex, wooden furniture. © 25Jun56; KK119538.

1094. Sherm-A-Pak, sub assembly parts. © 16Jul56; KK119539.

1095. Corroflex, gas ranges. © 16Jul56; KK119540.

1096. Spot-Seal, gears. © 13Aug56; KK120291.

1097. Specialty package, mail order radio parts. © 13Aug56; KK120292.

1098. Spot-Seal, Plexiglas boat windshield. © 27Aug56; KK120293.

1099. Sherm-A-Pak, chrome plated steel parts. © 27Aug56; KK120294.

1100. Sherm-A-Pak, export cars. © 11Sep56; KK120295.

1101. Sherm-A-Pak, aluminum panels. © 11Sep56; KK120296.

1102. Specialty package, ventilating grills. © 30Sep56; KK120297.

1103. Specialty package, thermostatic controls. © 30Sep56; KK120298.

1104. Specialty package, trailer hitching tongues. © 15Oct56; KK120299.

1105. Sherm-A-Pak, automobile mouldings. © 15Oct56; KK120300.

SHERRY CORP. ©

Select-a-set. Gym set selector. Display card. © 7Sep56; KK121470.

SHOW-HOUSE.

Best in the House. Color and sparkle and good things. Home products. (In Good housekeeping, Oct. 1956, p.70-71) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 20Sep56; KK121501.

Best in the House. Here are gifts for babies. (In Good housekeeping, Nov. 1956, p.33) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 18Oct56; KK121500.

Best in the House. These 3 R's ... Home products. (In Good housekeeping, Sept. 1956, p.66-67) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 16Aug56; KK121499.

Operation home improvement. Home products. (In The Saturday evening post, Sept. 29, 1956, p.106-107) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 25Sep56; KK121498.

Show house to better your home living. What a perfect house for an active family. Home products. (In The Saturday evening post, June 16, 1956, p.126-127) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 12Jun56; KK121502.

Western open house. Home products. (In Sunset, Nov. 1956, p.88-89) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 25Oct56; KK121503.

SHURON OPTICAL CO., INC. ©

Remove the mask of limited vision. Appl. author: Moser & Cotins, Inc. © 6Jun56; KK118508.

SIDE, JOHN WILLIAM, sole owner, CARTOON AD SERVICE. SEE Cartoon Ad Service.

SILICONES, INC. ©

Penta-seal wood protection. Water repellent. Weather repellent. Quart U.S. measure. Label. © 31Jul56; KK118914.

Transparent Silcreté masonry protection. Protects the life and preserves the beauty of brick, stucco, concrete. Quart U.S. measure. Label. © 31Jul56; KK118915.

SIMER (JEROME) CO. ©

Gosh, what a gush. Paddle pumps. Folder. Appl. author: Jerome Simer. © 1May56; KK118874.

SIMMONS CO. ©

Brides, get a guest room in disguise with a Hide-A-Bed sofa. (In Modern bride, fall 1956, p.69) Appl. author: Young & Rubicam, Inc. © 15Jul56; KK118925.

Buys new car, buys new TV, sleeps on old beat-up mattress. Beautyrest. (In Retailing daily, Aug. 15, 1956, p.8-9) Appl. author: Young & Rubicam, Inc. © 15Aug56; KK120408.

Comfort fit for a queen for only 2¢ a night. Beautyrest mattresses. (In Honolulu star-bulletin, May 18, 1956, p.14) Appl. author: Young & Rubicam, Inc. © 18May56; KK118028.

Congratulations to 538 winners in the 1956 Beautyrest Bandwagon Contest. Mattresses. (In Retailing daily, Aug. 30, 1956, p.6-8) Appl. author: Young & Rubicam, Inc. © 30Aug56; KK119380.

Do you have these midnight blues? Beautyrest mattresses. (In The Denver post, Sept. 9, 1956, p.8AA) Appl. author: Young & Rubicam, Inc. © 9Sep56; KK120410.

Do you have these midnight blues? Beautyrest mattresses. (In The Reader's digest, Sept. 1956, p.197) Appl. author: Young & Rubicam, Inc. © 25Aug56; KK119382.

Don't forget, you need the net. Beautyrest mattresses. (In Retailing daily, July 10, 1956, p.34) Appl. author: Young & Rubicam, Inc. © 10Jul56; KK118924.

Don't forget, you need the net. Beautyrest mattresses. (In Retailing daily, Aug. 7, 1956, p.15) Appl. author: Young & Rubicam, Inc. © 7Aug56; KK119384.

Even if your husband weighed a ton, Beautyrest would still give you single-bed comfort in a double bed. Mattresses. (In The Denver post, Sept. 30, 1956, p.8E) Appl. author: Young & Rubicam, Inc. © 30Sep56; KK121035.

Have your Hide-A-Bed sofa exactly as you like it. (In Better homes & gardens, Sept. 1956, p.59) Appl. author: Young & Rubicam, Inc. © 21Aug56; KK119381.

Hide-A-Bed sofas offer an all-new design-it-yourself service. (In Better homes & gardens, Nov. 1956, p.55) Appl. author: Young & Rubicam, Inc. © 18Oct56; KK121809.

How to get your bedding department off the ground. Beautyrest mattresses. (In Retailing daily, June 5, 1956, p.23) Appl. author: Young & Rubicam, Inc. © 5Jun56; KK118029.

How you can design your own Hide-A-Bed sofa. (In Better homes & gardens, Oct. 1956, p.189) Appl. author: Young & Rubicam, Inc. © 20Sep56; KK120407.

Husband weighs 205, wife weighs 109, each newlywed gets separate comfort, separate rest on a Beautyrest. Mattresses. (In Modern bride, fall 1956, p.71) Appl. author: Young & Rubicam, Inc. © 15Jul56; KK118926.

My husband weighs 203, I weigh 112, yet we both get separate comfort on Beautyrest. Mattresses. (In The Saturday evening post, Sept. 15, 1956, p.82-83) Appl. author: Young & Rubicam, Inc. © 12Sep56; KK120406.

Now, Simmons convertibles. Hide-A-Bed sofas. (In Miami Sunday news, Nov. 25, 1956, p.15-A) Appl. author: Young & Rubicam, Inc. © 25Nov56; KK121811.

Now, Simmons makes your Hide-A-Bed sofa just as you design it. (In House & garden, Nov. 1956, p.30-31) Appl. author: Young & Rubicam, Inc. © 20Oct56; KK121037.

Only Hide-A-Bed sofas, made only by Simmons, offer you so much for your money. (In Miami Sunday news, Sept. 23, 1956, p.12B) Appl. author: Young & Rubicam, Inc. © 23Sep56; KK120409.

Robbed of your sleep? Get a new mattress and spring. Beautyrest. (In Retailing daily, Sept. 26, 1956, p.13) Appl. author: Young & Rubicam, Inc. © 26Sep56; KK120412.

Save $100.00 on the Hide-A-Bed sofa of the month. The Broadway. (In Miami Sunday news, Nov. 11, 1956, p.17A) Appl. author: Young & Rubicam, Inc. © 11Nov56; KK121810.

Save $70 on the Hide-A-Bed sofa of the month, made only by Simmons. (In Miami news, Oct. 7, 1956, p.13A) Appl. author: Young & Rubicam, Inc. © 7Oct56; KK121036.

Sleeper's Choice. Mattresses. (In Life, Aug. 6, 1956, p.3) Appl. author: Young & Rubicam, Inc. © 2Aug56; KK119383.

Tonight, sleep in comfort. Tomorrow, awake without ache. Beautyrest mattresses. (In The Denver post, Sept. 23, 1956, p.8AA) Appl. author: Young & Rubicam, Inc. © 23Sep56; KK120411.

SIMPLEX PRINTING CO. ©
Your monthly Zodi horoscope. National Boulevard Bank. Folder. July 1956. © 23May56; KK118056.

SIMPLICITY PATTERN CO., INC. ©
The new Simplicity pattern book-more fashion pages than ever. (Pattern book poster) © 1Aug56; KK120880.

Simplicity back talk sheath. 1774. (Large poster) © 1Aug56; KK120877.

Simplicity fashion goes Tyrolean in corduroy. 1722, 1754, 1490, 1726, 1699. (Double poster) © 1Aug56; KK120879.

Simplicity fashion's dual viewpoint. 1868. (Large poster) © 1Nov56; KK120869.

Simplicity, for simple-to-make gifts galore. Christmas stocking banner. © 1Oct56; KK120204.

Simplicity gifts galore. 1808. (Large poster) © 1Oct56; KK120873.

Simplicity printed patterns. 1786, 1776. (Chain store poster) © 1Aug56; KK120874.

Simplicity printed patterns. 1792, 1821. (Chain store poster) © 1Sep56; KK120875.

Simplicity printed patterns. 1803, 1809. (Chain store poster) © 1Oct56; KK120870.

Simplicity printed patterns. 1915, 1936. (Chain store poster) © 1Dec56; KK121857.

Simplicity printed patterns, simple-to-make. 1878, 1901. (Chain store poster) © 1Nov56; KK120868.

Simplicity sarong dress. 1168. (Small poster) © 1Aug56; KK120876.

Simplicity simple-to-make-blousonsemble. 1911. (Large poster) © 1Dec56; KK121859.

Simplicity, simple-to-make, party portraits for mother and daughter. 1878, 1898. (Large poster) © 1Nov56; KK120871.

Simplicity socks-full-of-gifts to make and fill for Christmas giving. 1801-1804. (Double poster) © 1Oct56; KK120872.

Simplicity, the caraco suit. 1764. (Large poster) © 1Aug56; KK120881.

Simplicity, the easy sheath, sashed to please, super-simple. 1793. (Double poster) © 1Sep56; KK120878.

Simplicity, the softened silhouette is simple-to-make. 1915. (Large poster) © 1Dec56; KK121858.

SINCLAIR, ELLEN C., H. M. SINCLAIR, JR., JOHN M. SINCLAIR, MARY S. BABCOCK, JANET S. BOUCHER & JEANNETTE SINCLAIR, composing the partnership SINCLAIR MANUFACTURING CO. SEE Sinclair Manufacturing Co.

SINCLAIR, H. M., JR., JOHN M. SINCLAIR, MARY S. BABCOCK, JANET S. BOUCHER, ELLEN C. SINCLAIR & JEANNETTE SINCLAIR, composing the partnership SINCLAIR MANUFACTURING CO. SEE Sinclair Manufacturing Co.

SINCLAIR, JEANNETTE, H. M. SINCLAIR, JR., JOHN M. SINCLAIR, MARY S. BABCOCK, JANET S. BOUCHER & ELLEN C. SINCLAIR, composing the partnership SINCLAIR MANUFACTURING CO. SEE Sinclair Manufacturing Co.

SINCLAIR, JOHN M., H. M. SINCLAIR, JR., MARY S. BABCOCK, JANET S. BOUCHER, ELLEN C. SINCLAIR & JEANNETTE SINCLAIR, composing the partnership SINCLAIR MANUFACTURING CO. SEE Sinclair Manufacturing Co.

SINCLAIR MANUFACTURING CO.
Coral, liquid suds for dishes. 22 fl. ozs. Detergent. Label. © Sinclair Manufacturing Co., a partnership composed of H. M. Sinclair, Jr., John M. Sinclair, Mary S. Babcock, Janet S. Boucher, Ellen C. Sinclair & Jeannette Sinclair; 4Dec56; KK121610.

SINCLAIR REFINING CO. ©
Announcing a new power discovery, new Sinclair Power-X with X-chemical. Gasoline. (In Cleveland news, Sept. 11, 1956) © 11Sep56; KK119692.

SINGER MANUFACTURING CO. ©
For attaching buttons and snap fasteners: Singer class 175G machines, single thread chainstitch. Form no.1052 EMT (856) Sewing machines. Sheet. © 15Aug56; KK119484.

For heavy-duty work on canvas and many types of leather, Singer 7-33 single-needle lockstitch machine with drop feed alternating pressers. Form no.1034MT (556) Sewing machines. Sheet. © 15May56; KK117771.

For low cost, top speed ... Singer class 246 machines. Form no. 1028MT (1155) Sewing machines. Folder. © 15Nov55; KK119486.

For quality zigzagging and overseaming at high speeds, Singer 143W2 and 143W3 machines. Form 1086MT (856) Sewing machines. Folder. © 15Aug56; KK119822.

For sewing and shanking buttons ... Singer class 175 machines. Form 1052MT (856) Sewing machines. Folder. © 16Aug56; KK119817.

It's new, it's versatile, Singer 107W17 two-needle lockstitch machine. Form no.1027 (1155) Sewing machines. Sheet. © 15Nov55; KK117769.

New Singer 167W100 two-needle zigzag lockstitch machine. Form no. 1001MT (156) Sewing machines. Folder. © 10Jan56; KK117773.

Now change machines in minutes with Singer insert tables. Form no. 1032MT (556) Sewing machines. Sheet. © 15May56; KK117772.

Plies always come out even. Singer class 112G high speed two needle lockstitch machines for use on corsets ... Form no.1036EMT (456) Sewing machines. Sheet. © 15Apr56; KK117768.

Plies always come out even. Singer class 112G high speed two needle lockstitch machines for use on corsets ... Form 1036EMT (456) Sewing machines. Sheet. © 16Apr56; KK119823.

Plies come out ... Singer 111W class machines for medium and heavy fabrics. Form 1058MT (756) Sewing machines. Folder. © 16Jul56; KK119816.

Plies come out even. Singer class 111G single needle, compound feed lockstitch machines featuring alternating pressers. Form no. 1035EMT (456) Sewing machines. Sheet. © 15Apr56; KK117767.

Plies come out even. Singer class 111G single needle, compound feed lockstitch machines, featuring alternating pressers. Form 1035EMT (456) Sewing machines. Sheet. © 16Apr56; KK119820.

Singer class 99W buttonhole machines. Form no.1044MT (756) Sewing machines. Folder. © 16Jul56; KK119482.

Singer class 68 barring and tacking machines. Form no.1056MT (756) Sewing machines. Folder. © 17Jul56; KK119483.

Singer 47W70 machine for high speed lockstitch darning and repairing. Form no.1033MT (456) Sewing machines. Sheet. © 15Apr56; KK117770.

Singer 114 class automatic button sewing machines. Form 1060MT (856) Folder. © 15Aug56; KK119818.

Singer 114 class automatic tacking machines. Form no.1061MT (856) Sewing machines. Folder. © 15Aug56; KK119485.

Singer 107G1, G13, G102 machines. Form 1037EMT (556) Sewing machines. Sheet. © 15May56; KK119821.

Singer 112W class two-needle lockstitch machines. Form 1059MT (756) Sewing machines. Folder. © 16Jul56; KK119819.

SMITH, ERNEST A., JR. & ERNEST A. SMITH, SR. sole owners, SMITH CHEMICAL CO. SEE Smith Chemical Co.

SMITH, ERNEST A., SR. & ERNEST A. SMITH, JR. sole owners, SMITH CHEMICAL CO. SEE Smith Chemical Co.

SMITH, IVAN ABBOTT. ©
Rooster Tail rules. Game. Sheet. © 10Sep56; KK121461.

SMITH (JAMES L.) CO. ©
Heah-Tiz kit for machine and appliance manuals and instruction books. Envelope. Appl. author: James L. Smith. © 1Oct56; KK121469.

SMITH, KENNETH. ©
The original correct fitting chart. Golf clubs. Envelope. Appl. states prev. reg. 6Sep49,KK40490. NM: minor revisions. © 1Sep56; KK121143.

SMITH CHEMICAL CO.
Sani-fog. A balanced insecticide for use in fogging machines or power mowers. One gallon. Label. © Smith Chemical Co., Ernest A. Smith, Sr. & Ernest A. Smith, Jr. sole owners; 20Jul56; KK118299.

SMOKEY-JOE'S FOODS CO. ©
Smokey-Joe's barbecue sauce. Net weight 8 oz. Label. © 1Jun54; KK120710.

Smokey-Joe's barbecued beans. Net weight 15 1/2 ozs. Label. © 1Apr53; KK120709.

Smokey-Joe's chuck wagon green beans. Net weight 15 1/2 ozs. Label. © 1Aug56; KK121145.

Smokey-Joe's chuck wagon style pork and beans in tomato sauce. Net weight 1 lb. 15 oz. Label. © 1Jan54; KK120708.

Smokey-Joe's pastrami sandwiches on French rolls with Smokey Joe's special sauce. Net wt. 9 oz. Label. © 1Sep56; KK120705.

Smokey-Joe's real hickory smoked barbecued beef sandwiches on French rolls. Net wt. 9 oz. Label. © 1Nov55; KK120707.

Smokey-Joe's real hickory smoked barbecued ham sandwiches on French rolls. Net wt. 9 oz. Label. © 1Mar56; KK120706.

SNONUTS CO.
Snonuts, the ice cream with the hole. Net contents 3 fl. ozs. Label. © Floyd L. Gray, Gordon H. Gray & Edward A. Gray, a copartnership d.b.a. Snonuts Co.; 6Sep56; KK119755.

SOFTEE SEAT CO. ©
Sensationally new Softee-Seat. Cushioned toilet seat. Sheet. Appl. author: Samuel Samuels. © 1Nov55; KK121787.

SOL CAFE MANUFACTURING CORP.
Hampton House 100 o/o pure instant coffee. Contents one pound net. Label. © Sol Cafe Manufacturing Corp. (in notice: Hampton House, Division of Sol Cafe Manufacturing Corp.); 15May56; KK119043.

SOLIMINE, VITO d.b.a. PAPA SOLIMINE. SEE Papa Solimine.

SOLVIT CHEMICAL CO.
Control rats with Kelly's new, nested, see-in Rat Cafeteria. Mail folder. Appl. author: Lewis B. Kelly. © Solvit Chemical Co., Inc.; 10Jul56; KK118010.

Control rats with Kelly's new, nested, see-in Rat Cafeteria. Mail folder. Appl. author: Lewis B. Kelly. NM: new pictures & wording. © 1Nov56; KK121194.

Control rats with Kelly's new, nested, see-in Rat Cafeteria. The original double-duty bait station. Mail folder. Appl. author: Lewis B. Kelly. © Solvit Chemical Co., Inc.; 17Jul56; KK118998.

Control rats with Kelly's see-in rat cafeteria. Sheet. Appl. author: Lewis B. Kelly. © Solvit Chemical Co., Inc.; 1Jul56; KK117787.

Solvit air sanitizer and deodorant bomb. Contents net wt. 3/4 lb. Label. Appl. author: Lewis B. Kelly. © Solvit Chemical Co., Inc.; 18Jun56; KK119571.

Take the work out of housework with Solvit, all purpose cleaner. Appl. author: Lewis B. Kelly. © Solvit Chemical Co., Inc.; 6Sep56; KK119332.

SOUTHERN YELLOW PINE. ©
Be sure you get strong, dry lumber, specify grade-marked Southern Yellow Pine. (In The Gulf Coast lumberman, Oct. 15, 1956, p.39) Appl. author: Erle Racey & Associates. © 15Oct56; KK120271.

Build your home by the numbers. Lumber. (In Dallas times herald, Dec. 9, 1956, pt.A, p.25) Appl. author: Erle Racey & Associates. © 9Dec56; KK121891.

Enduring quality for your home. Lumber. (In The Dallas morning news, Nov. 25, 1956, pt.3, p.19) Appl. author: Erle Racey & Associates. © 25Nov56; KK121873.

Magic in numbers? Not in the numbers, but in what they stand for. (In The Dallas times herald, Nov. 11, 1956; section C, p.6) Appl. author: Erle Racey & Associates. © 11Nov56; KK121179.

The new look in our newspaper advertising can mean $ $ $ $ $ to you. Lumber. (In The Gulf Coast lumberman, Nov. 15, 1956, p.19) Appl. author: Erle Racey & Associates. © 15Nov56; KK121893.

Retail lumber dealers: Join Southern Yellow Pine in its effective consumer educational program. (In The Gulf Coast lumberman, Sept. 15, 1956, p.23) Appl. author: Erle Racey & Associates. © 15Sep56; KK119628.

SPANO, ANTHONY TED d.b.a. ALL AMERICAN FOOD SUPPLEMENT CO. SEE All American Food Supplement Co.

SPEAKS, JAMES T. ©
Insignia of Military Buying Service. Retail hard & soft goods; apparel. Sheet. © 10Sep56; KK121691.

SPECIALIZED BUSINESS SERVICES, INC. ©
Cheerio and all best wishes from your Chevrolet salesman. Automobiles. Greeting card. Appl. author: Mario Pastrone. © 15Feb56; KK117794.

Happy birthday, 4U2. Chevrolet cars. Greeting card. Appl. author: Mario Pastrone. © 15Feb56; KK117795.

I hate to bother you again, but do you know of anyone who wants to buy a ... Chevrolet ... Automobile sales. Card. Appl. author: Mario Pastrone. © 30Jul56; KK118861.

I'll go anywhere to sell a new Chevrolet. Automobile sales. Card. Appl. author: Mario Pastrone. © 30Jul56; KK118862.

Just looking for a prospect. Do you know anyone who wants to buy a beautiful, new Chevrolet ... Automobile sales. Card. Appl. author: Mario Pastrone. © 30Jul56; KK118860.

SPECIALTY ADVERTISING SERVICE, INC. ©
Play Bondy's TV quiz games. Game no.1. Bond bread. Card. Appl. author: Robert L. Weil. © 31Jan56; KK118061.

Train-O-Rama; Lionel. Series of 12. No.520, Lionel's replica of General Electric's 80-ton diesel. Sheet. Appl. author: Robert L. Weil. © 11Sep56; KK120430.

Train-O-Rama; Lionel. Series of 12. No.601, Lionel's replica of the Seaboard diesel switcher. Nabisco Shredded Wheat cereal. Sheet. Appl. author: Robert L. Weil. © 11Sep56; KK120433.

Train-O-Rama; Lionel. Series of 12. No.621, Lionel's replica of Jersey Central's diesel switcher. Nabisco Shredded Wheat cereal. Sheet. Appl. author: Robert L. Weil. © 11Sep56; KK120431.

Train-O-Rama; Lionel. Series of 12. No.627, Lionel's replica of General Electric's 44-ton diesel. Nabisco Shredded Wheat cereal. Sheet. Appl. author: Robert L. Weil. © 11Sep56; KK120432.

Train-O-Rama; Lionel. Series of 12. No.736, Lionel's replica of the famous Berkshire 14-wheeler. Nabisco Shredded Wheat cereal. Sheet. Appl. author: Robert L. Weil. © 11Sep56; KK120434.

Train-O-Rama; Lionel. Series of 12. No.1615, Lionel's replica of Pennsylvania's B-6 steam switcher. Nabisco Shredded Wheat cereal. Sheet. Appl. author: Robert L. Weil. © 11Sep56; KK120435.

Train-O-Rama; Lionel. Series of 12. No.2065, Lionel's replica of Santa Fe's Hudson-type steam locomotive. Nabisco Shredded Wheat cereal. Sheet. Appl. author: Robert L. Weil. © 11Sep56; KK120436.

Train-O-Rama; Lionel. Series of 12. No.2243, Lionel's replica of Santa Fe's twin unit diesel. Sheet. Appl. author: Robert L. Weil. © 11Sep56; KK120437.

Train-O-Rama; Lionel. Series of 12. No.2331, Lionel's replica of the Fairbanks-Morse Virginian. Nabisco Shredded Wheat cereal. Sheet. Appl. author: Robert L. Weil. © 11Sep56; KK120438.

Train-O-Rama; Lionel. Series of 12. No.2338, Lionel's replica of General Electric's GP-7 Milwaukee. Nabisco Shredded Wheat cereal. Sheet. Appl. author: Robert L. Weil. © 11Sep56; KK120439.

Train-O-Rama; Lionel. Series of 12. No.2350, Lionel's replica of New Haven's electric locomotive. Nabisco Shredded Wheat cereal. Sheet. Appl. author: Robert L. Weil. © 11Sep56; KK120440.

Train-O-Rama; Lionel. Series of 12. No.2360, Lionel's replica of the GG-1 Pennsylvania electric locomotive. Nabisco Shredded Wheat cereal. Sheet. Appl. author: Robert L. Weil. © 11Sep56; KK120441.

SPEEDRY PRODUCTS, INC. ©
Home, office, plant, school. New amazing Magic Marker. (In Life, Oct. 1, 1956, p.159) NM: new illus. © 27Sep56; KK121136.

SPERRY & HUTCHINSON CO. ©
Wurzburg of Grand Rapids. My turn to lick. Trading stamps. (In The Grand Rapids press, Jan. 12, 1956, p.56) © 12Jan56; KK119547.

Wurzburg of Grand Rapids. When you were a baby, I got my first silver service from S. & H., too. Trading stamps. (In The Grand Rapids Press, Feb. 21, 1956, p.11) © 21Feb56; KK119548.

SPHERE GRID SALES. ©
Powerful new drafting & mathematical tool, the Sphere Grid, spherical underlay scale. Sheet. Appl. author: Milton Felstein. © 22Jul56; KK118880.

SPRINGFIELD NEWSPAPERS, INC. ©

Come to White-Green's big spring colorama, March 12 through March 31. Chevrolet. Automobiles. (In News & sun, Springfield, Ohio, May 12, 1956, p.5) Appl. author: Edgar Leslie Morris. © 12Mar56; KK117828.

SQUIRT CO. ©

Another business man switched to Squirt. If sweet soft drinks leave you thirsty switch to Squirt, tangalized for complete refreshment. (In Look, June 12, 1956, p.66) © 12Jun56; KK118389.

Another couple switched to Squirt. [Couple in evening clothes looking at bottle on table] Non-alcoholic beverages. (In Look, Sept. 4, 1956, p.97) © 21Aug56; KK119398.

Another couple switched to Squirt. They like their highballs mixed with Squirt, the tangalized mixer. (In Patterson's California beverage gazetteer, July 1956, p.65-A) © 29Jun56; KK119277.

How Squirt advertising creates sales. Non-alcoholic beverage. (In The American soft drink journal, Mar. 1956, p.109) © 13Mar56; KK118390.

It's good business to feature Squirt, the tangalized mixer. Non-alcoholic beverages. (In Patterson's California beverage gazetteer, Aug. 1956, p.59-A) © 30Jul56; KK120976.

Mix 'em right, mix with Squirt, the tangalized highball mix. (In Patterson's California beverage gazetteer, May 1956, p.64-A) © 1May56; KK118391.

More people have switched to Squirt. [Ladies at bridge table] Non-alcoholic beverages. (In The American soft drink journal, Aug. 1956, p.87) © 4Aug56; KK120990.

Small fry switch to Squirt. Non-alcoholic beverages. (In Look, Aug. 7, 1956, p.36) © 24Jul56; KK119399.

Squirt bottler's capture the market with 2 big summertime promotions. Strength in the mixer market is another plus feature Squirt bottlers enjoy. Non-alcoholic beverages. (In The American soft drink journal, Apr. 1956, p.127) © 9Apr56; KK118400.

STAGG DISTILLING CO. ©

There's more pleasure in bourbon when you go Stagg. (In Look, Aug. 21, 1956, p.100-101) Appl. author: Doyle Dane Bernbach, Inc. © 7Aug56; KK119200.

There's more pleasure in whiskey when you go Stagg. (In Look, June 12, 1956, p.120-121) Appl. author: Doyle Dane Bernbach, Inc. © 29May56; KK118175.

STANDARD REFERENCE WORKS PUB. CO., INC. ©

Amazing bargain. Good-will offer. Webster's dictionary. The giant unabridged New Twentieth Century. Window sign. Poster. © 9Jul56; KK118669.

Now, a genuine one-volume Webster's New Twentieth Century unabridged dictionary. Bag stuffer. Label. © 9Jul56; KK118670.

Our good-will offer. Webster's giant New Twentieth Century unabridged dictionary. Over-the-wire pennant. Streamer. © 9Jul56; KK118671.

Our greatest good-will offer. New Twentieth Century Webster's unabridged dictionary. Assemble-it-yourself edition. Headboard for display stand. Poster. © 9Jul56; KK118675.

Our greatest good-will offer. New Twentieth Century Webster's unabridged dictionary., Assemble-it-yourself ed. Rev. Display stand. Label. © 11Oct56; KK120178.

Starting Monday, July 9th at Loblaw's. Our greatest good-will offer. Webster's New Twentieth Century unabridged dictionary. Brochure. Folder. © 9Jul56; KK118672.

Webster's New Twentieth Century unabridged dictionary of the English language. Box top. Label. Section no.
1. © 9Jul56; KK118673.
2. © 9Jul56; KK118674.

STANLEY, CHRISTINE.

Doodle page of the month. Page 5, series 7. SEE Craftool Co.

STANLEY BUILDING SPECIALTIES CO. ©

Stanley aluminum awning windows. Pamphlet. © 29Oct56; KK121852.

Stanley aluminum horizontal sliding windows. Folder. © 29Oct56; KK121853.

Stanley aluminum jalousie windows. Folder. © 29Oct56; KK121851.

STANLEY HOME PRODUCTS, INC. ©

Ammoniated tooth powder. Stanhome. Net wt. 4 1/2 oz. Label. © 8May56; KK118396.

Beauty Foam. Stanhome. Contents 6 oz. Label. © 14Jun56; KK118465.

Enjoy the fun and convenience of shopping at Stanley Hostess Parties. You can choose from more than 150 quality-plus housekeeping and personal grooming products. (In Good housekeeping, Aug. 1956, p.177) © 19Jul56; KK118395.

Garbage can spray. Stanhome. Contents 12 oz. net wt. Label. © 8Nov56; KK121628.

Hair spray. Stanhome. Net wt. 5 oz. Label. © 17Jul56; KK119616.

Smart way to shop. Stanhome. Household cleaning products & personal grooming aids. (In Ladies' home journal, Nov. 1956, p.132-133) © 30Oct56; KK120768.

Stanley silver polishing mitts. Stanhome. Label. © 3May56; KK118397.

Stanley sponge counter cloth. Stanhome. Label. © 13Jun56; KK118398.

STATE NATIONAL BANK OF EL PASO. ©

And so, into the glorious future. No.25. (In The El Paso times, July 9, 1956, p.2) Appl. author: Warren T. Mithoff. © 8Jul56; KK118944.

Elephant Butte Dam, it made a city. No.24. (In The El Paso times, July 2, 1956, p.10) Appl. author: Warren T. Mithoff. © 1Jul56; KK118943.

First plane over a fortified city. No.20. (In The El Paso times, June 4, 1956, p.18) Appl. author: Warren T. Mithoff. © 3Jun56; KK117761.

Four sixes to beat. No.18. (In The El Paso times, May 21, 1956, p.2) Appl. author: Warren T. Mithoff. © 20May56 (in notice: 1946); KK118172.

General Pershing meets Pancho Villa. No.21. (In The El Paso times, June 11, 1956, p.5) Appl. author: Warren T. Mithoff. © 10Jun56; KK117759.

George Herold, unsung hero of the West. No.22. (In The El Paso times, June 18, 1956, p.15) Appl. author: Warren T. Mithoff. © 17Jun56; KK117760.

Pass of the North. Know all ye men and women ... that they two, as one, are irrevocably declared to be loyal citizens of the El Paso Empire of Texas. Sheet. Appl. author: Warren T. Mithoff. © 16Jul56; KK118492.

School of Mines to Texas Western College. No.23. (In The El Paso times, June 25, 1956, p.11) Appl. author: Warren T. Mithoff. © 24Jun56; KK117762.

STEELE, E. d.b.a. TOOLS BY WABBIT. SEE Tools by Wabbit.

STEIN (GRANPA) INC. SEE Granpa Stein, Inc.

STELLA, LOUIS F. ©

Fine frozen pizza. Label. © 29May56; KK119856.

STERN BROS. ©

What's goin' on around the corner? Clothes department store. (In New York world-telegram & sun, Oct. 31, 1956, p.3) © 31Oct56; KK121331.

STETSON-ROSS MACHINE CO., INC. ©

Smooth-end trimmers. Bulletin 155. Lumber manufacturing machines. Folder. Appl. author: Chandler Watkin Jones. © 3Dec56; KK121577.

STEVENS (EUGENE) INC. ©

I'll buy your next set of spark plugs free. Spark-O-Matic spark plugs. (In Sunday star ledger, Newark, N. J., Jan. 29, 1956, p.37) © 29Jan56; KK118643.

Now, turn your waste gas into super power. This amazing Mini-Supercharger boosts the power of your engine as much as 25%. Gasoline atomizer. (In Flint news advertiser, May 31, 1955, p.9) © 31May55; KK118640.

Up to 9 miles more per gallon, up to 20 more horsepower, all from one simple change in your car. Power-Flash spark plugs. (In New York journal-American, Sept. 30, 1956, p.24-L-Z) © 30Sep56; KK120244.

STEWART'S. ©

Winter in Florida. Cologne. Label. © 5Aug56; KK118961.

STICH (I. R.) ASSOCIATES. ©

Claustrophobia? New homes. (In The Hartford times, Oct. 8, 1956, p.44) Appl. author: Wilbur W. Randall. © 8Oct56; KK120170.

Family growing? New homes. (In The Hartford courant, Oct. 10, 1956, p.33) Appl. author: Wilbur W. Randall. © 10Oct56, KK120171.

How's your view? New homes. (In The Hartford times, Oct. 5, 1956, p.46) Appl. author: Wilbur W. Randall. © 5Oct56; KK119990.

A little too airy. New homes. (In The Hartford times, Oct. 4, 1956, p.56) Appl. author: Wilbur W. Randall. © 4Oct56; KK120019.

A little too cool. New homes. (In The Hartford times, Sept. 27, 1956, p.56) Appl. author: Wilbur W. Randall. © 27Sep56; KK119842.

STICH (I. R.) ASSOCIATES. © Cont'd.

A little too dark. New homes. (In The Hartford times, Oct. 16, 1956, p.44) Appl. author: Wilbur W. Randall. © 16Oct56; KK120255.

A little too much. New homes. (In The Hartford times, Oct. 6, 1956, p.24) Appl. author: Wilbur W. Randall. © 6Oct56; KK120018.

A little too steep. New homes. (In The Hartford times, Oct. 13, 1956, p.25) Appl. author: Wilbur W. Randall. © 13Oct56; KK120175.

A little too tall. New homes. (In The Hartford times, Sept. 29, 1956, p.24) Appl. author: Wilbur W. Randall. © 29Sep56; KK119929.

STITZEL-WELLER DISTILLERY.

W C Private Stock Kentucky straight bourbon whiskey. SEE Wisconsin Club.

STIVERS OFFICE SERVICE. ©

The kind of work you've always wanted may be waiting for you at SOS. Temporary office service brochure. Appl. author: Clifford L. Stivers. © 15May56; KK118386.

The perfect way to get rid of workloads. Temporary office service brochure. Appl. author: Clifford L. Stivers. © 15Apr56; KK118385.

STOFFEL SEALS CORP. ©

To-day the public demands branded poultry. You can increase your sales by branding with Stoffel seal-tags. Sheet. Appl. author: John B. Betti. © 23Jul56; KK118349.

STOHLMAN, AL.

Doodle page of the month. Page 3, series 7. SEE Craftool Co.

STOKES MOLDED PRODUCTS. ©

New dramatic SMP tools. No.7 design vent plugs and plastic battery plaques. Label. © 24Jul56; KK118627.

STOLLER, B. B., sole owner STOLLER RESEARCH CO. SEE Stoller Research Co.

STOLLER RESEARCH CO.

Directions for use and cautions to follow. Phoracide. Insecticide. Sheet. © Stoller Research Co., solely owned by B. B. Stoller; 25Oct56; KK121296.

STOUFFER CORP. ©

Frozen cooked foods. Lobster Newburg. Net wt. 11 1/2 oz. Label. Appl. author: Charles E. Finsilver. © 6Apr56; KK120691.

STRAIGHT ENGINEERING CO.

Pressure pugging, the key to better clay products at lower costs. Pugmill knives. Folder. © H. R. Straight, Pres., Straight Engineering Co.; 28May56; KK117975.

STRATEMEYER SYNDICATE. ©

Nancy Drew model chart, by Carolyn Keene. William C. Erskine, copyright merchandising. © 13Aug56; KK119100.

Nancy Drew, popular mystery storybook character by Carolyn Keene joins the family of William C. Erskine. (In Playthings, July 1956, p.137) © 11Jul56; KK118572.

STREET (R. R.) & CO., INC. ©

Comparison of detergent costs in no-rinse and 2-bath methods. Bulletin no.5430. Drycleaning soap. (In National cleaner & dyer, Dec. 1955) Appl. author: Paul V. Warren. © 1Dec55; KK121281.

Course of study in advanced cleaning room techniques marks new era in drycleaning history. SJ-231, SJ-230A. Drycleaning soap. (In American drycleaner, Oct. 1955) Appl. author: Paul V. Warren. © 1Oct55; KK121283.

Dry Size, solvent soluble liquid concentrate, for style control of cottons, taffetas ... (In National cleaner & dyer, Nov. 1955) Appl. author: Paul V. Warren. © 1Nov55; KK121284.

Electronic drycleaning with formula 886 insures cleanliness and safety. ECCU-228. Drycleaning soap. (In Texas laundry & cleaning journal, June 1955) Appl. author: Paul V. Warren. © 1Jun55; KK121287.

Fourth class, Street's school for distributors. SJ-233A, SJ-234. Drycleaning soap. (In American drycleaner, Oct. 1955) Appl. author: Paul V. Warren. © 1Oct55; KK121285.

Mycel controlled drycleaning employing the micelle principle ... for perspiration removal without wrinkling. MP-244. Soap. (In National cleaner & dyer, Apr. 1956) Appl. author: Paul V. Warren. © 1Apr56; KK121289.

Mycel controlled drycleaning employing the micelle principle with formula 886. MP-239C. Soap. (In National cleaner & dyer, Feb. 1956) Appl. author: Paul V. Warren. © 1Feb56 (in notice: 1955); KK121282.

New Cyclo S, soapless prespotter. (In National cleaner & dyer, Dec. 1955) Appl. author: Paul V. Warren. © 1Dec55; KK121288.

Prepare now to combat summer perspiration. MP-243. Drycleaning soap. (In Cleaning laundry world, Apr. 1956) Appl. author: Paul V. Warren. © 1Apr56; KK121280.

Will electronic controls work as successfully ... ECCU 229, ECCU 232. Drycleaning soap. (In National cleaner & dyer, July 1955) Appl. author: Paul V. Warren. © 1Jul55; KK121286.

SUMMIT STUDIOS. ©

Liturgical art metal: altar cards, ambries, candlesticks ... Folder. Appl. author: Mina M. Mertel. © 28Jun56; KK118077.

SUN OIL CO. ©

Sunoco, oil life test kit, comparison charts. Label. Appl. author: George J. Liddell. © 17Oct56; KK120334.

SUNBEAM CORP. ©

Accessory kit for electric drills. D-6259. 56-1638. Photo. Appl. author: J. Delbert Long. © 26Jul56; KK118764.

The best sprinklers made, Sunbeam Rain King. (In Sunset, Apr. 1956, p.287) Appl. author: Albert E. Widdifield. © 25Mar56; KK117914.

Electric saucepan. D-6204. 56-1100-? Photo. Appl. author: J. Delbert Long. © 21Mar56; KK118278.

Electric saucepan. D-6205. 56-1100-9. Photo. Appl. author: J. Delbert Long. © 21Mar56; KK118279.

Electric saucepan. D-6206. 56-1100-1. Photo. Appl. author: J. Delbert Long. © 21Mar56; KK118281.

Electric saucepan. 56-1077-1. D-6199. Photo. Appl. author: J. Delbert Long. © 21Mar56; KK118412.

Electric saucepan. 56-1077-2. D-6200. Photo. Appl. author: J. Delbert Long. © 21Mar56; KK118413.

Electric saucepan handle. D-6209. 56-1100-5. Photo. Appl. author: J. Delbert Long. © 21Mar56; KK119222.

Electric saucepan with fry basket. D-6207. 56-1100-3. Photo. Appl. author: J. Delbert Long. © 21Mar56; KK118280.

Electric shaver. Sunbeam Golden Glide Shavemaster. 56-1098-1. D-6201. Photo. Appl. author: J. Delbert Long. © 21Mar56; KK118414.

Electric shaver. Sunbeam Golden Glide Shavemaster. 56-1098-2. D-6202. Photo. Appl. author: J. Delbert Long. © 21Mar56; KK118415.

The enthusiasm of millions have made it America's favorite. Be sure yours is the famous Sunbeam controlled heat automatic Frypan. (In Ladies' home journal, June 1956, p.160) Appl. author: Albert E. Widdifield. © 29May56; KK118647.

The enthusiasm of people who own them have made these appliances America's favorites. Sunbeam Mixmaster Junior, Sunbeam Mixmaster, Sunbeam automatic Frypan. (In Saturday evening post, May 5, 1956, p.8-9) Appl. author: Albert E. Widdifield. © 1May56; KK118654.

The enthusiasm of women who own the Sunbeam automatic Mixmaster has made it America's favorite. The only food mixer with this marvelous Blender attachment. (In McCall's, June 1956, p.127) Appl. author: Albert E. Widdifield. © 22May56; KK118648.

Hair dryer. D-6258. 56-1558. Photo. Appl. author: J. Delbert Long. © 18Apr56; KK118763.

Miter gauge for power saw table. 56-1099. D-6203. Photo. Appl. author: J. Delbert Long. © 2May56; KK118416.

Now, do it faster, better with Sunbeam, the best electric appliances made, electric tools. Drillmaster. (In Better homes & gardens, Mar. 1956, p.276) Appl. author: Albert E. Widdifield. © 20Feb56; KK117912.

Now, faster, easier, better mowing. Another first by Sunbeam. Sensational new lightweight twin blade electric rotary mower. Sunbeam self-propelled rotary mowers ... (In Better homes & gardens, May 1956, p.340) Appl. author: Albert E. Widdifield. © 19Apr56; KK118655.

Now, faster, easier, better mowing another Sunbeam, the best electric appliances made, first. Sensational, new, lightweight twin blade, electric rotary mower. (In Better homes & gardens, Mar. 1956, p.277) Appl. author: Albert E. Widdifield. © 20Feb56; KK117911.

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Only Sunbeam automatic Mixmaster Junior gives you all these advantages. First on the bride's want list. (In Good housekeeping, June 1956, p.10) Appl. author: Albert E. Widdifield. © 22May56; KK118646.

The original and genuine Sunbeam automatic Frypan gives you bacon and eggs like this every time. Easy-to-see Fryguide. Easy-to-set dial for controlled heat. (In The Saturday evening post, June 2, 1956, p.55) Appl. author: Albert E. Widdifield. © 29May56; KK118651.

Outstanding power tools by Sunbeam, the best electric appliances made. Electric saw, sander, drillmaster. (In The Carpenter, May 1956, p.48) Appl. author: Albert E. Widdifield. © 1May56; KK118653.

Start enjoying this new safe way to feminine daintiness. Only the Lady Sunbeam has a compact shape and the exclusive Micro-Twin head. cBlonde woman in swimsuitↄ Shaver. (In Photoplay, July 1956, p.26) Appl. author: Albert E. Widdifield. © 7Jun56; KK118649.

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Sunbeam electric hand saw. D-6212. 56-1406-2. Photo. Appl. author: J. Delbert Long. © 31May56; KK118895.

Sunbeam grinder, sander & honer. D-6211. 56-1406-1. Photo. Appl. author: J. Delbert Long. © 31May56; KK118896.

Sunbeam lawn mower. D-6298. 56-2385. Photo. Appl. author: J. Delbert Long. © 1Nov56; KK121767.

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Sunbeam portable electric sander. D-6300. 56-2390-1. Photo. Appl. author: J. Delbert Long. © 1Nov56; KK121766.

Sunbeam portable electric saw. D-6299. 56-2466-2. Photo. Appl. author: J. Delbert Long. © 1Nov56; KK121765.

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Sunbeam saucepan and deep fryer. (Electric saucepan with cover) D-6210. 56-1100-6. Photo. Appl. author: J. Delbert Long. © 21Mar56; KK118897.

Sweeping America. The sensational new Sunbeam steam or dry iron with exclusive steam-flow vents. All-over cushion of rolling steam. (In Life, June 18, 1956, p.148) Appl. author: Albert E. Widdifield. © 14Jun56; KK118650.

SUNNYVIEW FARMS, INC. ©
Fresh fruit syrup. Wild coast blackberry, Marshall strawberry, red raspberry, boysenberry. Label. Appl. author: Schmidt Lithograph Co. © 20Aug56; KK119119.

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Advertising-promotion service. Prepared with the cooperation of McCall's magazine. Pamphlet. Appl. author: McMahon & Morse. © Super Market Institute, Inc. Aug.-Sept. 1956. © 30Jul56; KK118569.

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Jiffy Germantown yarn. 2 ounces. Label. Appl. author: Irving H. Gold. © 15Oct56; KK121460.

SUPERIOR SLEEPRITE CORP. ©
At your store 1st time ever offered. The Young Executive Chest-O-Bed ensemble. Combination bed, chest of drawers and writing desk. Sheet. Appl. author: John G. Howell. © 16Jul56; KK118240.

SUTHERLAND PAPER CO. ©
Cleary's ice cream: chocolate. No.51,000 ABP. One pint liquid. Label. Appl. author: Clifton T. Wilson. © 20Dec55; KK119194.

Cleary's ice cream: neapolitan. No.55,000 ABP. One pint liquid. Label. Appl. author: Clifton T. Wilson. © 20Dec55; KK119192.

Cleary's ice cream (special) No.53,000 ABP. One pint liquid. Label. Appl. author: Clifton T. Wilson. © 20Dec55; KK119190.

Cleary's ice cream: strawberry. No.52,000 ABP. One pint liquid. Label. Appl. author: Clifton T. Wilson. © 20Dec55; KK119195.

Cleary's ice cream: vanilla. No.50,000 ABP. One pint liquid. Label. Appl. author: Clifton T. Wilson. © 20Dec55; KK119193.

Devon ice cream: butter pecan. No.63,000 ABP. One pint liquid. Label. Appl. author: Clifton T. Wilson. © 20Dec55; KK119187.

Devon ice cream: chocolate. No.61,000 ABP. One pint liquid. Label. Appl. author: Clifton T. Wilson. © 20Dec55; KK119188.

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Devon ice cream: vanilla. No.60,000 ABP. One pint liquid. Label. Appl. author: Clifton T. Wilson. © 20Dec55; KK119198.

Gem City sherbet. No.57,000 ABP. One pint liquid. Label. Appl. author: Clifton T. Wilson. © 20Dec55; KK119197.

Wells' Dairies Cooperative ice cream: black walnut. No.54,000 ABP. One pint liquid. Label. Appl. author: Clifton T. Wilson. © 20Dec55; KK119196.

Wells' Dairies Cooperative ice cream: chocolate ripple. No.56,000 ABP. One pint liquid. Label. Appl. author: Clifton T. Wilson. © 20Dec55; KK119191.

SWIFT & CO. ©
Eating out gives life a lift. Baked ham. (In Life, Aug. 27, 1956, p.78) Appl. author: McCann-Erickson, Inc. © 23Aug56; KK119293.

Eating out gives life a lift. Swift's Premium brown 'n serve sausage. (In Life, Oct. 8, 1956, p.8) Appl. author: McCann-Erickson, Inc. © 4Oct56; KK119983.

Have fun and here's the way to make 'em grow their best. Vigoro, complete plant food. (In Life, Apr. 23, 1956, p.94) Appl. author: J. Walter Thompson Co. © 20Apr56; KK117887.

New, for the man who forgot to feed his lawn before it turned green. New, Golden Vigoro, complete lawn food. (In Peoria journal star, Peoria, Ill., Apr. 15, 1956, p.C-12) Appl. author: J. Walter Thompson Co. © 15Apr56; KK121021.

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All the time in the world. Mexican setting. (In The Reader's digest, Aug. 1956, p.175) Appl. author: Foote, Cone & Belding. © 25Jul56; KK120202.

You need time for both today. Girl on phone & [girl wearing] fur stole. (In The Reader's digest, Sept. 1956, p.1) Appl. author: Foote, Cone & Belding. © 25Aug56; KK120199.

SWITZER BROS., INC. ©
Switzer Brothers announce new Sun-bonded Day-Glo screen color. Folder. Appl. author: Richard E. Fry. © 16Oct56; KK120356.

SWITZERLAND CHEESE ASSN.
Genuine imported Switzerland Swiss cheese. Net wt. 6 oz. Label. Appl. author: Edward C. Galle. © Switzerland Cheese Assn., Inc.; 10Oct56; KK121581.

SWIVELIER CO., INC. ©
Swivelier, the first name in adjustable lighting presents universally adjustable hospital-lites. Bulletin no.136. 8 p. Appl. author: Nathan R. Schwartz. © 1May56; KK118511.

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Syntron portable power tools. Catalog no.566. 24 p. Appl. author: Leslie R. Morgan. © 1Jun56; KK119700.

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America's sold on Syroco. Clocks, planters, sconces & wall plaques. (In Retailing daily, Aug. 13, 1956, p.38) Appl. author: Moser & Cotins, Inc. © 13Aug56; KK119428.

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TALLER & COOPER, INC. ©
New weigh-tronic scale systems, weigh vehicles moving or stopped. Bulletin no.509. Folder. Appl. author: Benjamin Cooper. © 10Sep56; KK120507.

TAYLOR (THOMAS) & SONS. ©
For fashion and function, Taylopleat Shugor. (In Boot and shoe record, May 1, 1956, p.24) Appl. author: Ralph A. Parker. © 1May56; KK118005.

Four out of many shoe designs can be made more comfortable ... with ... featured Taylor products. Shoe goring. (In Boot and shoe

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TAYLOR, WESLEY E. ©

Home port eggs. Label. © 27Nov56; KK121720.

TECCO PRODUCTS, INC. ©

Mel-o orange. Orange drink. Label. Appl. author: Irving C. Townsend. © 1Oct56; KK121727.

TECHNIC, INC. ©

Technic germanium diode rectifier engineered for precision electroplating. Sheet. Appl. author: George T. Metcalf Co. © 25Oct56; KK120803.

TECHNICAL MATERIEL CORP. ©

Mode selector, receiving, models MSR-1. Sales service bulletin no.196. Electronic equipment. Folder. © 14Nov56; KK121784.

TENNANT (G. H.) CO. ©

Announcing, Tennant model 50 power sweeper, the compact cost-saving sweeper for both congested and open areas. Bulletin no.85.5. Sheet. © 1Mar56; KK118079.

Removes traffic-packed dirt, leaves clean ... surface. Tennant model L industrial floor machine. Bulletin 81.16. Sheet. © 14Jun56; KK118080.

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Dealer net prices; list form. Oct. 1, 1956. Sheet metal products. Folder. Appl. author: James Daniel Tennison, Jr. © 1Oct56; KK119954.

Dealer net prices; list form. Sheet metal products. Folder. Appl. author: James Daniel Tennison, Jr. © 10Aug56; KK118941.

TEXAS FOAMED PLASTICS CORP. ©

For low-cost upholstering, cushioning, padding, new elastic resilient Gemfoam. Polyurethane plastic. Appl. author: Willard G. Gregory & Co. © 8Oct56; KK120547.

Texas Foamed Plastics Corporation presents new, resilient, elastic Gemfoam. Polyurethane foam. Folder. Appl. author: Willard G. Gregory & Co. © 15Oct56; KK120546.

TEXAS LEATHER & PACKING CO. ©

Certified Service Depot. Factory authorized Jac-Kit dealer. Hydraulic jacks. Sheet. © 19May56; KK118729.

TEXAS MOTOR PARTS.

Spark plugs 45¢ each in boxes of 10, sealed box of 100 44¢ each, 110% markup. (Spark plug advertisement-order blank, etc.) Mail folder. © Dwight L. Millar d.b.a. Texas Motor Parts; 20Sep56; KK120511.

TEXAS PHENOTHIAZINE CO. ©

Dr. Rogers' Tox-A-Dane, a combination of toxaphene and lindane. Net contents 1 quart. Animal pharmaceutical. Label. © 10Jul56; KK118582.

THOMAS, RAY. ©

How, that Man Dan. Buy a Mandan souvenir on display at Mandan stores. (In Mandan daily pioneer, Aug. 28, 1956) © 28Aug56; KK120003.

THOMPSON GRINDER CO. ©

Precision Pete says: Only Thompson type 2F grinder has all three available. (In Machine & tool blue book, May 1956) Appl. author: Emerson Hadley Mook. © 1May56; KK118774.

Type TR rotary grinder. Catalog TR56. Folder. Appl. author: Emerson Hadley Mook. © 15Jun56; KK118773.

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3 Rivers Treasure Chest. Advertising specialties. Sheet. Appl. author: Nicholas Stephen Kudlek. © 20Jul56; KK118593.

TICONIUM. ©

Hang the expense, clean both of them. Dental alloy. Post card. Appl. author: A. J. Griffin. © 5Jul56; KK118458.

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Just 2 minutes time, doctor. Dental alloy. Mail folder. Appl. author: A. J. Griffin. © 4Jun56; KK117774.

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TIGER PRODUCTS DIVISION, BASIC, INC. SEE Basic, Inc.

TIIDEE PRODUCTS, INC. ©

Broom holder. It's new, it's different, try Tidy Maid. Label. Appl. author: Don E. Wanamaker. © 17Sep56; KK119656.

The broom holder that can't be beat. Tidy Maid. Sheet. Appl. author: Don E. Wanamaker. © 17Sep56; KK119657.

TIME, INC. ©

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The public accountant's chargeable time register. Sheet. © 28Sep56; KK120303.

TIMES FURNITURE CO. ©

Warehouse sale. (In Los Angeles times, Dec. 15, 1956, pt.1, p.18) © 15Dec56; KK121879.

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TIMKEN ROLLER BEARING CO. ©

Carbide insert rock bit price list. Oct. 1, 1956. Folder. Appl. author: J. Wesley Pieper. © 15Nov56; KK121425.

Intricate shapes made easy with new tool steel. (In U. S. news & world report, Nov. 23, 1956, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Nov56; KK121514.

Keeping America on the go ... Before supper's over he'll have 337 more mouths to feed. (In The Saturday evening post, Sept. 8, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Sep56; KK119434.

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She buys what she eyes. Stimulate eyeing and buying with a Tip-Top barrette center. (In Notion & novelty review, June 1956, p.8-9) © 26May56; KK118046.

TIRES, INC. ©
Tires, Incorporated, the only concern of its kind in America. A history-making purchase, great 4 for 1 tire sale. (In Sunday mirror, New York, Sept. 16, 1956, p.57) © 16Sep56; KK119550.

Tires, Incorporated, the only concern of its kind in America. Snow tires; 15 carload sale. (In Sunday mirror, New York, Oct. 28, 1956, p.59) © 28Oct56; KK120911.

TOASTMASTER PRODUCTS DIVISION, MCGRAW ELECTRIC CO. SEE McGraw Electric Co.

TONI CO. DIVISION, GILLETTE CO. SEE Gillette Co.

TOOLS BY WABBIT.
Miraclip for dial indicators. Inspection mirrors. Label. © E. Steele d.b.a. Tools by Wabbit; 30Aug56; KK119522.

TOP HIT CLUB OF AMERICA, INC. ©
On the record, fotos, facts and figures for fono fans. Phonograph record sales. Pamphlet. © 7Sep56; KK119876.

TRACE ELEMENTS CORP. ©
For essential minerals, plus extra flavor, put the Sea in your salt shaker. Admiral Sea salt. (In The Houston post, Sept. 13, 1956, section 2, p.8) Appl. author: Tracy-Locke Co., Inc. © 13Sep56; KK120078.

TRAFFIC HOUSE, INC. ©
Speed-watch. Vehicle speed timing device. Sheet. Appl. author: Roy D. Scheske. © 16Mar56; KK117833.

TRAVACO LABORATORIES. ©
Exciting news in boat repairing & reinforcing hulls without Fiberglas. Marine-Tex. Plastic. Folder. Appl. author: Ralph Travers. © 1May56; KK119272.

TREASURE CHEST GIFT STAMP CO. ©
Save Treasure Chest gift stamps. Retail sales items. Book. © 18Jan56; KK120351.

TRENTON MILLING CO. ©
Trenton bleached flour. 2 lbs. net wt. Label. © 7Sep56; KK120289.

Trenton bleached, self-rising flour. 2 lbs. net wt. Label. © 7Sep56; KK120290.

TRI-STATE PAINT MANUFACTURING CO.
Big Chief house paint; white, fume proof. Label. © Tri-State Paint Manufacturing Co. (Commercial Paint Manufacturing Co.); 1Mar56; KK118076.

TRITLE, GLENN W. & JOHN B. MITCHELL forming the partnership TRITLE LABORATORIES. SEE Tritle Laboratories.

TRITLE LABORATORIES.
Solidified glycerine and rosewater compound. 2 oz. Skin cream. Label. Appl. author: Douglas Murray. © Tritle Laboratories, a partnership composed of Glenn W. Tritle & John B. Mitchell; 10Feb56; KK121791.

TROPICAL PAINT CO. ©
Tropical utility white for exterior wood surfaces. Folder. Appl. author: L. L. Miller. © 30Oct56; KK120682.

TROY LAUNDRY MACHINERY DIVISION, AMERICAN MACHINE & METALS, INC. SEE American Machine & Metals, Inc.

TRU-ADE CO. ©
Drink all you want, enjoy all you drink. Tru-Ade not-carbonated real orange treat. (In Providence evening bulletin, May 24, 1956) Appl. author: Guy Davis. © 24May56; KK118688.

Drink all you want, enjoy all you drink. Tru-Ade, real orange treat. Soft drink. (In The Providence journal, May 25, 1956, p.11) Appl. author: Guy Davis. © 25May56; KK119681.

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I feel I've got nothing on when I'm in a Scandale, by Tru Balance. (In Vogue, Mar. 1, 1955, p.84) Appl. author: The Rockmore Co. © 1Mar55; KK120423.

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TRU-FOG CO.
Tru-Fog Fire Ball, fire extinguisher. Label. © Alan Jacobs d.b.a. Tru-Fog Co.; 15Aug56; KK119587.

TRYZOL PRODUCTS CO., INC. ©
Scientific, new, easy Tryzol way. Worming medicine. Sheet. Appl. author: Arthur Meyerhoff & Co. © 13Sep56; KK119500.

TUPPER CORP. ©
Mixing bowls. Tupperware. Label. Appl. author: Earl S. Tupper. © 18Apr56; KK118114.

Tupperware, modern award winning designs. All-in-one. Plastic tableware. Sheet. Appl. author: Earl S. Tupper. © 24Jul56; KK118706.

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Tupperware, modern award winning designs. Plates 9". (Tupperware 9" plates) Plastic tableware. Sheet. Appl. author: Earl S. Tupper. © 26Sep56; KK120053.

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Tupperware, modern award winning designs. Vacu-Mixer. Plastic tableware. Sheet. Appl. author: Earl S. Tupper. © 24Jul56; KK118712.

TWILIGHT STAR RINGS. ©
Brightest of them all. Twilight Star diamond rings. Folder. Appl. author: Hyman A. Massover. © 1Aug56; KK119874.

TYLER REFRIGERATION CORP. ©
At Belle Harbor, L. I., Waldbaum's moves ahead, keeps going Tyler with new series Y Tyler salescases. (In Supermarket news, Sept. 3, 1956, p.36) Appl. author: Jones & Taylor & Associates. © 3Sep56; KK120805.

At Chico, Calif., Wentz Supermarket goes Tyler, again. Push volume and profits up, cut costs at the

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same time with new super-self-service Tyler sales-cases, series Y. (In Supermarket news, Sept. 24, 1956, p.52) Appl. author: Jones & Taylor & Associates. © 24Sep56; KK120806.

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More leading merchandisers keep going Tyler, again and again. New super-self-service Tyler sales-cases, series Y. (In Supermarket news, Oct. 8, 1956, p.96) Appl. author: Jones & Taylor & Associates. © 8Oct56; KK120808.

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UNGER CO. ©

Win-do-baked bag. Rehm's, Altoona, Pa. Bakery products. Label. Appl. author: L. A. Unger. © 14Aug56; KK119251.

UNI-VU, INC. ©

Here's a new use for empty baby food jars. Uni-Vu Gadget-Tainer. Label. Appl. author: Earl A. Sparrow. © 9Sep56; KK119754.

UNION BANKERS INSURANCE CO. ©

Government statistics show ... This plan will guarantee your future. Slide envelope & insert. © 14Sep56; KK119457.

UNION SPECIAL MACHINE CO. ©

Union Special for better, faster, more economical production of men's and boys' woven shorts and pajamas. Bulletin 252-R. Sewing machines. Folder. Appl. author: Arthur James Feigel. © 18Jun56; KK118255.

Union Special industrial sewing machines. Style 35800 BQ top roller feed, feed-off-the-arm machine. Sheet. Appl. author: Arthur James Feigel. © 14May56; KK118254.

Union Special industrial sewing machines. Style 39500 F, Style 39500 G. Sheet. Appl. author: Arthur James Feigel. © 9Jul56; KK118256.

Union Special industrial sewing machines. Style 39500J, style 39500K, also styles 39500L and 39500M, two-thread and three-thread sergers ... Sheet. Appl. author: Arthur James Feigel. © 30Jul56; KK119589.

Union Special industrial sewing machines. Style 52900 BK, safety stitch machine for automotive industry. Sheet. Appl. author: Arthur James Feigel. © 12Nov56; KK121735.

Union Special industrial sewing machines. Style 52900 BK, top feed safety stitch machine. Sheet. Appl. author: Arthur James Feigel. © 12Nov56; KK121734.

UNIQUE PRODUCTS MANUFACTURING CO. ©

Tie 'Nob, as easy as using a door knob. Necktie holder. Sheet. Appl. author: Charles H. Churchill. © 3Dec56; KK121670.

UNITED BENEFIT LIFE INSURANCE CO. ©

Cash 'n Carry means savings for your future. (In Collier's, Sept. 14, 1956, p.41) Appl. author: Bozell & Jacobs, Inc. © 14Sep56; KK119333.

Family protection for a rainy day. Clear sailing with United of Omaha Cash 'n Carry Plan. (In Life, Oct. 1, 1956, p.129) Appl. author: Bozell & Jacobs, Inc. © 27Sep56; KK120531.

Stretch your insurance dollar, reach for United of Omaha Cash'n Carry Plan. (In Look, Nov. 13, 1956, p.61) Appl. author: Bozell & Jacobs, Inc. © 30Oct56; KK120977.

UNITED BISCUIT CO. OF AMERICA.

Jamaica gems. Cookies. Net weight 11 ounces. Label. Appl. author: R. C. Zdarsky. © United Biscuit Co. of America (in notice: Hekman Biscuit Co., Division United Biscuit Co. of America); 14Aug56; KK119032.

Sawyer's town house cookies. Weight 9 ounces. Label. © United Biscuit Co. of America (in notice: Sawyer Biscuit Co., Division United Biscuit Co. of America); 1Nov56; KK120841.

Sawyer's vanilla wafers. Net weight one pound. Label. © Sawyer Biscuit Co., a division of United Biscuit Co. of America; 26Oct56; KK120783.

UNITED FRUIT CO. ©

Sling the new bananaslang in one easy lesson. (In Hewlett, L. I., South Shore record, Oct. 4, 1956, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Oct56; KK121119.

UNITED MERCHANTS & MANUFACTURERS, INC. ©

Con-Tact cut-outs, mix'-n-match. Self-adhesive plastic. Folder. © 10Oct56; KK120481.

Con-Tact cut-outs, mix'-n-match set. The original self-adhesive plastic, not a decal. Sheet. © 10Oct56; KK121236.

Con-Tact cut-outs, self-adhesive plastic; blackboard. Sheet. © 17Oct56; KK120478.

Con-Tact, the original self-adhesive wonder plastic black board. Poster. © 2Apr56; KK118484.

Con-Tact, the original self-adhesive wonder plastic, just put it on and it sticks. Folder. © 10Oct56; KK120480.

A new idea in holiday decorations, Con-Tact Christmas cut-outs, self-adhesive plastic, just stick them on. Sheet. © 25Sep56; KK120046.

The original self-adhesive plastic, Con-Tact cut-outs. No.[s]806, Campbell Kids & 814, Atlantis. Sheet. © 17Oct56; KK120479.

UNITED MILLS, INC. ©

Take back your mink. I'd rather have my new, incomparable Gilead, Bra-Slip. (In Vogue, Dec. 1955, p.67) © 1Dec55; KK120092.

UNITED STATES BREWERS FOUNDATION, INC. ©

From where I sit, by Joe Marsh. (In The Lyons republican & Clyde times) Appl. author: J. Walter Thompson Co.

Confused sit-uation. © 26Jul56; KK119904.

Doc nurses a daydream. © 17May56; KK118331.

Junior gets pinned down. © 28Jun56; KK118334.

Just the facts, ma'am. © 14Jun56; KK118333.

Keep the change. © 12Jul56; KK118958.

The kid's learned to take charge. © 29Nov56; KK121563.

More than she bargained for. © 31May56; KK118332.

Turned out to be a good break. © 16Aug56; KK119903.

UNITED STATES CHEMICAL MILLING CORP. ©

New chemical milling process broadens design horizons. Limitations of machining are eliminated by removing metal with chemicals. (In Aviation age, Feb. 1956, p.157) Appl. author: Herbert C. Brown. © 1Feb56; KK118497.

UNITED STATES GYPSUM CO. ©

The business of farming. Handyman plan. Building materials.

One-man milking plant. No.BF364. © 18May56; KK118288.

Popular home; the Business of farming. Handyman plan. Building materials.

Carport construction and garage storage. No.PUB364. © 18May56; KK118289.

Room additions. No.PUB366. © 10Aug56; KK119358.

Space-savers and dividers. No. PUB365. © 29Jun56; KK118287.

UNIVERSAL C. I. T. CREDIT CORP. ©

Discover new horizons with the C. I. T. Plan. Time purchase plan for carefree driving. (In Life, Sept. 3, 1956, p.61) Appl. author: Fuller & Smith & Ross, Inc. © 30Aug56; KK119305.

Drive to adventure with the C.I.T. Plan. The time purchase plan for carefree driving. (In Life, Nov. 5, 1956, p.36) Appl. author: Fuller & Smith & Ross, Inc. © 1Nov56; KK120782.

Family fun for sale. Look for this symbol when you buy your car. C.I.T., the time purchase plan for carefree driving. (In Life, Aug. 6, 1956, p.8) Appl. author: Fuller & Smith & Ross, Inc. © 2Aug56; KK118677.

Go first class in the next car you buy. Time purchase plan. (In Life, July 9, 1956, p.87) Appl. author: Fuller & Smith & Ross, Inc. © 5Jul56; KK117916.

More pleasure per mile with the C. I. T. Plan. Hyde State Park. Time purchase plan for carefree driving. (In Life, Oct. 8, 1956, p.129) Appl. author: Fuller & Smith & Ross, Inc. © 4Oct56; KK119992.

Thrill your family with a car this Christmas. Mt. Mansfield State Forest. C. I. T. time purchase plan. (In Life, Dec. 3, 1956, p.179) Appl. author: Fuller & Smith & Ross. © 3Dec56; KK121788.

UNIVERSAL MATCH CORP. ©

Airport Blueprint, Inc. Match books. Label. Appl. author: Russell J. Fahning. © 17Aug56; KK119077.

Banking at its best in Exchange Park. Exchange Bank and Trust Co., Dallas, Texas. Match books. Label. Appl. author: Russell J. Fahning. © 15Aug56; KK119078.

Budweiser, king of beers. Match books. Label. Appl. author: Russell J. Fahning. © 7Nov56; KK120997.

Compliments of Fort Smith Structural Steel Company. Book matches. Label. Appl. author: Russell J. Fahning. © 7Sep56; KK119465.

Dean's Skim Milk Vim. Dean Milk Co. Match books. Label. Appl. author: Russell J. Fahning. © 31Jul56; KK118632.

Give. Help crippled children. Match books. Label. Appl. author: Russell J. Fahning. © 29Aug56; KK119693.

In the heart of East Dallas. Greenville Avenue State Bank. Match books. Label. Appl. author: Russell J. Fahning. © 19Nov56; KK121743.

Land Title Insurance Co. Match books. Label. Appl. author: Russell J. Fahning. © 28Jun56; KK117954.

Light up for a lift. Match books. Label. Appl. author: Russell J. Fahning. © 15Aug56; KK119051.

Portable drilling rigs. Mayhew Supply Co., Inc. Match books. Label. Appl. author: Russell J. Fahning. © 19Nov56; KK121742.

The R-J-M Company. Match books. Label. Appl. author: Russell J. Fahning. © 17Sep56; KK119634.

Rahr Malting Co., Manitowoc, Wis. Freight car design. Match books. Label. Appl. author: Russell J. Fahning. © 30Jul56; KK118619.

S/R; design. Match books. Label. Appl. author: Russell J. Fahning. © 27Jul56; KK119655.

Steel pipe fittings from: Pittsburgh Pipe & Coupling Company. Match books. Label. Appl. author: Russell J. Fahning. © 17Sep56; KK119635.

Wilson Truck Company, Inc. Match books. Label. Appl. author: Russell J. Fahning. © 28Sep56; KK119895.

UNIVERSAL MOTOR CO. ©
151 modern boat designs. Boats today. v.2. 128 p. Appl. author: The Buchen Co. © 11May56; KK118343.

UNIVERSAL POTTERIES, INC. ©
Universal trade stimulator plan; exclusive Silver-Mist decoration. Dinner & kitchenware. Sheet. © 21Jun56; KK119258.

UNIVERSAL-RUNDLE CORP. ©
The new trend in bathrooms. Bathroom fixtures. Sheet. © 2Jul56; KK117964.

The new trend in bathrooms. The world's finest bathroom fixtures by Universal-Rundle. Sheet. © 17Jul56; KK118485.

UPJOHN CO. ©
Candidate for the Reserpoid effect? Emotional endurance for the tense and harassed. Pharmaceuticals. Folder. © 9Jul56; KK118149.

Candidate for the Reserpoid effect? Pharmaceuticals. Folder. © 25Jun56; KK117730.

The ulcer patient on Pamine sleeps. Pharmaceuticals. Folder. © 18Jun56; KK117731.

UTENSIL DIVISION, BRIDGEPORT BRASS CO. SEE Bridgeport Brass Co.

V

VALLEY FORGE PRODUCTS, INC. ©
New items. Automotive parts. Sheet. Appl. author: J. A. Fischer. © 6Aug56; KK119425.

VAN CAMP LABORATORIES, division of VAN CAMP SEA FOOD CO., INC. SEE Van Camp Sea Food Co., Inc.

VAN CAMP SEA FOOD CO., INC.
Vanco, dry vitamin A, for use in the manufacture of registered feeds only. Label. © Van Camp Laboratories, division of Van Camp Sea Food Co., Inc.; 4Oct56; KK121569.

Vanco, dry vitamin D3, for use in the manufacture of registered feeds only. Label. © Van Camp Laboratories, division of Van Camp Sea Food Co., Inc.; 4Oct56; KK121570.

VARICK PHARMACAL CO., INC. a division of E. Fougera & Co., Inc. SEE Fougera (E.) & Co., Inc.

VAUGHN (JOHNNY) INC. ©
The chamber jazz sextet. Pamphlet. Appl. author: John G. Vaughn. © 26Aug56; KK120525.

VEGETRATES CO.
Your heart, your brain, your nerves all contain lecithin. Vitamin product. Folder. © Clifford O. Hatfield d.b.a. Vegetrates Co.; 23Jul56; KK118608.

VERA TOYS & GAMES. ©
Pixie, unbreakable beach and garden set. Label. © 24Sep56; KK120424.

VERSA PRODUCTS CO. ©
It's easy to do-it-yourself and save more than 1/3. Versa railing and columns. Ornamental iron. Folder. Appl. author: Edward J. Kusel. © 24Sep56; KK119889.

VISION-EASE CORP. ©
Vision-Ease multifocal availability chart. Ophthalmic lenses. © 15Oct56; KK120613.

VITALIFE PRODUCTS. SEE Reidenbach, Rudolph V.

VITAMIN FOOD CO., INC. ©
Nutrition topics. Mail folder. v.1, no.1. © 6Nov56; KK121332.

VITARINE CO., INC. ©
Really fast relief from pain. Buy Accopain. Pharmaceutical. Poster. Appl. author: Irving F. Shaw. © 22Aug56; KK120234.

VIZO FILM MANUFACTURING CORP. ©
Boy with wheelbarrow. Unit price, net wt., count, total price. Plastic bag. Appl. author: Fred Abrams. © 2Jul56; KK119369.

VOGEL, GEORGE.
Thought of you gift. Gift tag. Label. © George Vogel & Pearl Vogel, co-partners; 8Aug56; KK119422.

VOGEL, PEARL. SEE Vogel, George.

VON STERNBERG, JULE R. & CHARLES H. ALBIN forming the partnership SHOW-HOUSE. SEE Show-House.

VOWIP MANUFACTURING & ENGINEERING CO., INC. ©
3-Depth Do Rama. Catalog no.101. Shadow box, picture frame & formed subjects. Sheet. Appl. author: Daniel M. Wippich. © 24Sep56; KK120040.

VULCAN MOTOR PRODUCTS, INC. ©
Merchandiser contact points, standard, heavy duty, ventilated, prematched. Form 56-M-1. Sheet. Appl. author: Alfred C. Greene. © 17Jul56; KK118286.

Solenoid repair kits to rebuild Delco-Remy and Auto-Lite equipped cars. Form 56-SRK. Sheet. Appl. author: Alfred C. Greene. © 25Oct56; KK120609.

W

WAGNER (E. R.) MANUFACTURING CO. ©
Every other customer who walks into your store is a prospect for a carpet sweeper. Folder. Appl. author: Sidney Stone. © 7Jul56; KK119053.

WAKEMAN, D.
Now, a practical and comprehensive book ... How to increase the effectiveness of your used car advertising 50 o/o to 200 o/o. Folder. © Delbert Walter Wakeman; 21Aug56; KK119300.

WALDORF MUSIC HALL, INC. ©
Knuckles O'Toole goes south of the border. [Man playing piano; gayly dressed woman in dance pose] MH 33-164. Phonograph records. Label. © 7Sep56; KK119879.

Knuckles O'Toole goes to Paris. [Man playing piano; cancan dancers in background] MH 33-158. Phonograph records. Label. © 7Sep56; KK119880.

Paris music hall. [Three cancan dancers] MH 33-157. Phonograph records. Label. © 7Sep56; KK119883.

Pops for tots. [Train scene with animals looking out windows; toy soldier saluting] MH 33-166. Phonograph records. Label. © 7Sep56; KK119878.

Rock n' roll. [Young couple dancing] MH 33-165. Phonograph records. Label. © 7Sep56; KK119881.

The swingin' 30's. [Female singer between two instrumentalists] MH 33-161. Phonograph records. Label. © 7Sep56; KK119882.

WALKER (HIRAM) & SONS, INC. ©
Another adventure ... hog-tying Nassau's boar can tie you up in knots. Canadian Club, blended Canadian whisky. (In Life, Apr. 30, 1956, p.3 of cover) © 26Apr56; KK121625.

Knowledgeable people buy Imperial and they buy it by the case. [Man with coat & umbrella carrying case of whiskey] (In Life, Oct. 8, 1956, p.149) © 4Oct56; KK120539.

WALL TRENDS, INC. ©
A beautiful canvas mural, yours in minutes with prepasted, easy to hang Scene O Rama. Folder. Appl. author: Jerry Meltzer. © 13Jul56; KK119475.

WALLER (BOB) BUICK, INC. ©
Bob Waller says: Gone are the days when any handy-man could install permanent anti-freeze. Automobile service. Sheet. Appl. author: William J. Kennedy. © 10Oct56; KK120117.

Bob Waller says: The time of year is approaching when car owners will start making plans ... Automobile service. Sheet. Appl. author: William J. Kennedy. © 21Sep56; KK119274.

Bob Waller says: There's lots of summer driving left, and after that comes Indian summer. Automobile service. Sheet. Appl. author: William J. Kennedy. © 6Aug56; KK118601.

WARD & STALNAKER. ©
Secrets of natural health. W & S protein 90. Art work by Robert Harper & Edward Schnepf. Protein food supplement. Folder. Appl. author: Arthur O. Jones. © 21Jun56; KK118264.

WARD INDUSTRIES CORP. SEE Prosperity Co., Inc.

WARNER-LAMBERT PHARMACEUTICAL CO.
New crystal-pure Quick. Waves new natural styles, saves 1/2 the work. Home permanent. (In Life, Nov. 5, 1956, p.116-117) © Lambert-Hudnut Division, Warner-Lambert Pharmaceutical Co.; 1Nov56; KK121746.

WARP BROS.
Poly-Wrap. Plastic food wrap. 50 ft. Label. © Flex-O-Glass, Inc. d.b.a. Warp Bros.; 14Jun56; KK118208.

WASHINGTON CATHEDRAL. ©
Washington Cathedral, symbol of a God-centered, rather than a man-centered, nation. Church fund raising. Pamphlet. Appl. author: Young & Rubicam, Inc. © 23Apr56; KK119230.

WASSELL ORGANIZATION, INC. ©
Produc-Trol. Controls the 5 M's of profit, men, machines, material, minutes, money. Scheduling boards. 23 p. © 16May56; KK118504.

WAYNE KNITTING MILLS. ©
Those bewitching Belle-Sharmeer Leg-Size stockings. (In Vogue, Oct. 15, 1956, p.6) Appl. author: John J. Finlay. © 15Oct56; KK120444.

Those intriguing Belle-Sharmeer Leg-Size stockings. (In Harper's bazaar, Sept. 1956, p.42) Appl. author: John J. Finlay. © 1Sep56; KK119376.

WEATHERHEAD CO. ©
Aircraft piping guide and engineering application manual AM-13 cluster fittings. 40 p. © Weatherhead Co., Aviation Division; 1Nov56; KK121815.

Here's why it pays to insist on Weathco quick-disconnect self-sealing coupling. Performance exceeds the requirements of applicable military specifications. Form AB-1002. Folder. Appl. author: Chamberlin-Junk Advertising, Inc. © 1Jun56; KK118218.

Weatherhead cored forgings. The amazing new production method that increases the life of a part as much as 200 o/o over conventional methods. AB-1001. Folder. Appl. author: Chamberlin-Junk Advertising, Inc. © 15Jun56; KK118219.

WEATHERLY (W. H.) CO., sole owner, WEATHERLY. SEE Weatherly.

WEATHERLY.
Band Box. Weatherly's delicious candies. Net weight 16 oz. Label. Appl. author: William Henry Weatherly, Jr. © Weatherly, solely owned by W. H. Weatherly Co.; 27Sep56; KK120692.

WEAVER (W. R.) CO. ©
A fine gift for any shooter. Weaver-Scopes. Model K4. Telescope sights. Appl. author: Warren T. Mithoff. © 26Nov56; KK121789.

For every kind of big game, see better, shoot better with a Weaver-Scope. Model[s] K3; K4. Telescope sights. (In Field & stream, Nov. 1956, p.93) Appl. author: Warren T. Mithoff. © 29Oct56; KK120930.

Make every shot count. Models K4 & K3. Weaver-Scope. Telescope sights. (In Field & stream, Oct. 1956, p.107) Appl. author: Warren T. Mithoff. © 24Sep56; KK119972.

Make the tough shots with the dependable accuracy of a Weaver-Scope. Telescope sights. (In Field & stream, Sept. 1956, p.101) Appl. author: Warren T. Mithoff. © 24Aug56; KK119268.

One scope, two magnifications for short and long range shooting. Model KV, series 60, Weaver-Scope. Telescope sights. (In Field & stream, July 1956, p.109) Appl. author: Warren T. Mithoff. © 24Jun56; KK118074.

See your game more clearly, shoot more accurately. Weaver-Scopes. Model K4. Telescope sights. (In Field & stream, Aug. 1956, p.93) Appl. author: Warren T. Mithoff. © 24Jul56; KK118942.

WECO PRODUCTS CO. ©
But a germ-fighter is different. Dr. West's toothbrushes. (In Parents' magazine, Oct. 1956, p.4) Appl. author: J. Walter Thompson Co. © 25Sep56; KK121015.

Germ-fighter, you've had a busy day. Dr. West's toothbrush. (In Parents' magazine, July 1956, p.4) Appl. author: J. Walter Thompson Co. © 25Jun56; KK117885.

Germ-fighters are clean as Sunday all week long. Dr. West's germ-fighter toothbrush. (In Parents' magazine, Sept. 1956, p.4) Appl. author: J. Walter Thompson Co. © 25Aug56; KK121013.

I'm a germ-fighter, too. The all new Dr. West's germ-fighter toothbrush. (In Parents' magazine, Aug. 1956, p.4) Appl. author: J. Walter Thompson Co. © 25Jul56; KK119150.

Makings of a germ-fighter. Dr. West's germ-fighter toothbrush. (In Life, Aug. 20, 1956, p.18) Appl. author: J. Walter Thompson Co. © 17Aug56; KK121012.

Question column. Dr. West's germ-fighting toothbrush. (In Look, June 26, 1956, p.16) Appl. author: J. Walter Thompson Co. © 12Jun56; KK117882.

Question column. How do you tell if your toothbrush is worn out? Dr. West's germ-fighter. (In Look, July 24, 1956, p.8) Appl. author: J. Walter Thompson Co. © 10Jul56; KK119149.

Question column. Question of the month: How do you remember to get a new toothbrush? Dr. West's germ-fighting toothbrush. (In Look, Aug. 21, 1956, p.14) Appl. author: J. Walter Thompson Co. © 7Aug56; KK121011.

Question column. Question of the month: How long have you had your present toothbrush? Dr. West's germ-fighting toothbrush. (In Look, Sept. 18, 1956, p.10) Appl. author: J. Walter Thompson Co. © 4Sep56; KK121014.

Question column. Question of the month: Should a person throw away his toothbrush after a cold? Dr. West's germ-fighting toothbrush. (In Look, Oct. 16, 1956, p.16) Appl. author: J. Walter Thompson Co. © 2Oct56; KK121016.

Question column. Question of the month: Would you throw away your toothbrush if you dropped it on the floor? Dr. West's germ-fighting toothbrush. (In Look, Oct. 30, 1956, p.16) Appl. author: J. Walter Thompson Co. © 16Oct56; KK121017.

Time's up for 6,252,941 germ-fighters or thereabouts. Dr. West's germ-fighter toothbrush. (In Life, June 18, 1956, p.10) Appl. author: J. Walter Thompson Co. © 15Jun56; KK117883.

Where's the fight? Dr. West's germ-fighter toothbrush. (In Parents' magazine, June 1956, p.4) Appl. author: J. Walter Thompson Co. © 25May56; KK117884.

WEISS, E. B.
Doyle Dane Bernbach merchandising memo. SEE Doyle Dane Bernbach, Inc., Advertising.

WELLCO SHOE CORP. ©
The fantastically successful, Do It Yourself, factory building project undertaken by 6,973 smart retailers. Wellco Foamtreads. (In Footwear news, Aug. 17, 1956, p.9) © 17Aug56; KK119367.

They'll look when you display these Italianos. (In Footwear news, Sept. 28, 1956, p.21) © 28Sep56; KK120839.

We thank you for our newest factory. Wellco Foamtreads. (In Footwear news, Aug. 3, 1956, p.11) © 3Aug56; KK119366.

You won't feel like this after you slip into Foamtreads. (In Life, Oct. 1, 1956, p.109) © 28Sep56; KK120526.

WELLS, LOUIS & MORRIS J. BERRY composing the firm FASHIONCRAFT PRODUCTS. SEE Fashioncraft Products.

WELSH'S BAKERY.
White enriched bread. (Beef roast appetite appeal wrapper) Net wt. 1 1/2 lbs. Label. © Welsh's Bakery, Inc.; 25Sep56; KK119736.

WERMAN (A.) & SONS, INC. ©
Kindergarden shoes, by Campus Junior. Manufactured by Hoague-Sprague Corp. K-190-AB. Shoe boxes. Label. © 26Sep56; KK120812.

WESSON OIL & SNOWDRIFT SALES CO. ©
A great baking discovery may be right on your pantry shelf. Salad oil and liquid shortening. (In Good housekeeping, Dec. 1956, p.136-137) Appl. author: Fitzgerald Advertising Agency, Inc. © 20Nov56; KK121419.

A great frying discovery may be right on your pantry shelf. Fried chicken. Liquid shortening. (In Good housekeeping magazine, Nov. 1956, p.159) Appl. author: Fitzgerald Advertising Agency. © 18Oct56; KK120248.

A great frying discovery may be right on your pantry shelf. Fried potatoes. Liquid shortening. (In Good housekeeping, Oct. 1956, p.161) Appl. author: Fitzgerald Advertising Agency. © 27Sep56; KK119542.

New teaching kit presents easy Stir-N-Roll method for pie crust. Liquid shortening. (In Journal of home economics, Sept. 1956, p.590) Appl. author: Fitzgerald Advertising Agency. © 1Sep56; KK119786.

WESTERN CONDENSING CO. ©
Sweet Dairy Whey and Dairy Blend. Dairy ingredients that insure quality baked products. Folder. Appl. author: Richard W. Ellefson. © 7Aug56; KK118766.

WESTERN RESERVE LABORATORIES. ©
It, the economical detergent, good for every purpose. Label. Appl. authors: Nathan R. Stern & Manuel Faust. © 14Aug56; KK118916.

WESTERN WAXED PAPER DIVISION, CROWN ZELLERBACH CORP. SEE Crown Zellerbach Corp.

WHIRLPOOL CORP. ©
Choose your model, choose your price. Washer and dryer. (In The Progressive farmer, Mar. 1955, p.162) © 1Mar55; KK121442.

Save half on soap and hot water, automatically. Suds-Miser. Washer and dryer. (In Parents' magazine, Oct. 1954, p.21) © 25Sep54; KK121443.

WHITEHALL PHARMACAL CO. ©
Announce new aspirin formula, safer for children's stomachs. Whitehall Buffered Aspirin. (In The Louisville times, Louisville, Ky., Aug. 29, 1956, section 2, p.10) Appl. author: Henry Wagner. © 29Aug56; KK120168.

Doctors discover new aspirin formula, safer for children's stomachs. New Whitehall Buffered Aspirin. (In The News-sentinel, Fort Wayne, Ind., Sept. 4, 1956, p.15) Appl. author: Henry Wagner. © 4Sep56; KK120169.

Loose dentures can work like natural teeth. New substance re-fits loose false teeth without dental work. Substance D. (In The Hartford times, June 18, 1956, p.2) Appl. author: James T. Kennedy, Jr. © 18Jun56; KK119138.

New cough discovery; twice the strength of codeine, yet safe - not a narcotic. Dondryl. (In Ithaca journal, Ithaca, N. Y., Oct. 29, 1956, p.8) Appl. author: Robert Pasch. © 29Oct56; KK121110.

New discovery stops racking coughs as it helps break up the chest congestion of colds. Dondryl. (In Worcester telegram, Worcester, Mass., Oct. 30, 1956, p.8) Appl. author: Robert Pasch. © 30Oct56; KK121109.

New scientific substance re-fits loose false teeth to shrunken gums without dental work. Substance D. (In Rochester times-union, Rochester, N. Y., June 18, 1956, p.29) Appl. author: James T. Kennedy, Jr. © 18Jun56; KK119139.

New way to relieve pain of arthritis, rheumatism: warmth from deep within. InfraRub. (In The Grand Rapids press, Mar. 7, 1956, p.39) Appl. author: Eugene F. Whelan, Jr. © 7Mar56; KK118604.

Science finds new relief for colds, clears clogged nose and head ... Dristan. (In Courier-journal, Louisville, Ky., Oct. 9, 1956, p.10) Appl. author: Robert Pasch © 9Oct56; KK121733.

WHITLOW, FLETCHER.
Doodle page of the month. Page 4, series 7. SEE Craftool Co.

WHITMAN (STEPHEN F.) & SON, INC. ©
Almond butter crunch, a Sampler product. Whitman's chocolates. 6 ozs. net. Label. © 2Jul56; KK119236.

Assorted creams, a Sampler product. Whitman's chocolates. 6 ozs. net. Label. © 9Jul56; KK119233.

Beachcombers, chocolate covered coconut triangles; a Sampler product. Whitman's chocolates. 5 ozs. net. Label. © 9Jul56; KK119235.

Cabana sticks, a Sampler product. Whitman's chocolates. 5 ozs. net. Label. © 9Jul56; KK119238.

Caramels, a Sampler product. Whitman's chocolates. 6 ozs. net. Label. © 2Jul56; KK119234.

Chocolates, mint sticks. A Sampler product. 5 ozs. net. Label. © 9Jul56; KK121253.

Fairhill assortment. Whitman's chocolates. One pound net. Label. © 25Jun56; KK119232.

Peanut clusters, a Sampler product. Whitman's chocolates. 5 ozs. net. Label. © 9Jul56; KK119237.

Who says men don't understand women. Chocolates & confections. (In The Saturday evening post, Oct. 13, 1956, p.24) © 13Oct56; KK120973.

Who says men don't understand women. [Smiling man holding blonde girl] Whitman's Sampler, chocolates & confections. (In The Saturday evening post, Nov. 10, 1956) © 10Nov56; KK121745.

WHITMAN PUB. CO. ©
4 picture puzzles. Pet animals. No.5355:49. Label. © 5May56; KK121374.

4 picture puzzles. Story pictures. No.5355:49. Label. © 5May56; KK121375.

4 picture puzzles. Things that go. No.5355:49. Label. © 5May56; KK121376.

The game of Hollywood stars. No. 4722:98. Label. © 10May56 (in notice: 1955); KK117777.

Stock car racing game. No.4410:29. Label. © 10May56; KK117776.

WICK & WAX CANDLE CO.
Hostess delight place card, candle and ash tray. Folder. © Stanley V. Flanders & Vivian S. Flanders d.b.a. Wick & Wax Candle Co.; 20Jun56; KK118592.

Wick & Wax, the candles of the padres. Folder. © Stanley V. Flanders & Vivian S. Flanders d.b.a. Wick & Wax Candle Co.; 20Jun56; KK118591.

WILBERT PRODUCTS CO., INC. ©
No-rub, non-scuff floor wax. Contents one quart. Label. © 17Sep56; KK121605.

WILCO CO. ©
Wilco Pep-Tone motor detergent concentrate. 15 fl. oz. net contents. Label. © 9Jul56; KK118017.

WILDER INDUSTRIES. ©
Drivent louvers. Sheet. Appl. author: Shepard J. Wilder. © 15Oct56; KK121404.

WILDWOOD FARMS. ©
Gift suggestions from Mother Nature's kitchen. Food products. Mail folder. © 15Oct56; KK121049.

WILEMAN BROS. & ELLIOTT, INC. ©
Mr. Nectarine. Label. © 9Jun56; KK118132.

WILHELM (A.) CO. ©
We did it ourselves, and saved enough to get new curtains, with Super Ply alkyd enamel. (In The Saturday evening post, May 12, 1956, p.98) Appl. author: Meldrum & Fewsmith, Inc. © 8May56; KK118143.

WILLIAMSON CO. ©
Williamson Vibrafree hangers for suspension of any type tubing, particularly cooling suction and liquid lines. Form no.ADG-189. Sheet. Appl. author: John R. Keller. © 30Apr56; KK118265.

WILLIAMSON-DICKIE MANUFACTURING CO. ©
Feel free, look good every move you make. Dickies action-fitted work clothes made to the measure of a million active men. (In Life, July 16, 1956, p.15) Appl. author: Albert Evans, Jr. © 16Jul56; KK118269.

The men who wear the jeans in the family wear Dickies amazing new jeans with D. D. D. [Two boys with school books; mother waving goodby] (In Life, Aug. 20, 1956, p.60) Appl. author: Albert Evans, Jr. © 17Aug56; KK119928.

New Dickies Steadies. White, ready-to-dye peg slacks. (In Life, Feb. 14, 1955, p.168) Appl. author: Albert Evans, Jr. © 10Feb55; KK121142.

WILLYS MOTORS, INC. ©
Gets there, works there, anywhere. Jeep. (In The Saturday evening post, June 16, 1956, p.61) Appl. author: Norman, Craig & Kummel, Inc. © 12Jun56; KK121416.

Goes more places, does more jobs, saves more money, Jeep 4-wheel drive vehicles, by Willys ... (In The Saturday evening post, Sept. 22, 1956, p.107) Appl. author: Norman, Craig & Kummel, Inc. © 18Sep56; KK119853.

Takes the load on the road, off the road. Jeep 4-wheel-drive vehicles, by Willys ... (In The Saturday evening post, Oct. 20, 1956, p.143) Appl. author: Norman, Craig & Kummel, Inc. © 16Oct56; KK120501.

Thousands, millions, billions. Jeep. (In The Saturday evening post, Nov. 17, 1956, p.149) Appl. author: Norman, Craig & Kummel, Inc. © 13Nov56; KK121220.

The wide, wide world of Willys. Jeeps. (In Time, May 14, 1956, p.8) Appl. author: Norman, Craig & Kummel, Inc. © 5May56; KK118329.

Willys wears a dozen hats. Jeeps. (In Time, June 18, 1956, p.73) Appl. author: Norman, Craig & Kummel, Inc. © 13Jun56; KK119491.

WILSON & CO., INC. ©
Wheee, Ideal's grr-reat. More beef pressure cooked. Ideal dog food. (In Chicago daily tribune, Aug. 29, 1956, pt.2, p.2) Appl. author: United States Advertising Corp. © 29Aug56; KK119252.

WISCONSIN CLUB. ©
W C Private Stock Kentucky straight bourbon whiskey. Label. Distilled & bottled by Stitzel-Weller Distillery especially for Wisconsin Club. © 10Sep56; KK119625.

WISH PRINTED ADVERTISING. ©
Use Thrive for faster growth, bigger broilers. Broiler cost estimator. Feed. Appl. author: Milton Wish. © 1Dec56; KK121847.

WOLFE, CLAUDE H. ©

The Claude H. Wolfe story. Service. Electric home appliances. Pamphlet. © 26Jun56; KK119105.

WOMAN'S DAY, INC. ©

How late is too late for teen-agers? All in one Woman's day, the A & P magazine. (In the New Yorker, Nov. 24, 1956, p.80-81) © 21Nov56; KK121305.

How to keep your husband alive. All in one Woman's day, the A & P magazine. (In The New Yorker, June 30, 1956, p.40-41) © 28Jun56; KK117742.

A real Swedish smorgasbord and how to make one. The A & P magazine. (In The New Yorker, Sept. 29, 1956, p.68-69) © 27Sep56; KK119743.

6 great soup recipes from 6 famous restaurants, all in one Woman's day. The A & P magazine. (In The New Yorker, Oct. 27, 1956, p.58-59) © 25Oct56; KK120604.

Wanted for murder: A. Hitchcock. All in one Woman's day. The A & P magazine. (In The New Yorker, July 28, 1956, p.34-35) © 26Jul56; KK118437.

What Henry Fonda advised his daughter when she told him she was thinking of going on the stage. The A & P magazine. (In The New Yorker, Sept. 1, 1956, p.56-57) © 30Aug56; KK119270.

WOOD (J. R.) & SONS, INC. ©

Artcarved again reaches your town with a [four star] ad in Life, March 12th issue ... Jewelry. Card. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Mar56; KK120265.

Artcarved brings you three full page ads in the summer issues of Modern bride, Bride's magazine [and] House beautiful's guide for the bride ... Jewelry. Card. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Apr56; KK120264.

Artcarved diamond and wedding rings. Because your wedding ring is so important, you'll want it to be the wisest choice you ever made. (In Bride's magazine, Winter, 1955, p.63) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Oct55; KK119802.

Artcarved diamond and wedding rings. Choose the diamond that's guaranteed for permanent value. (In Look) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Feb56; KK121615.

Artcarved diamond and wedding rings. Precious beauty, permanent value. [Bride at door] (In Seventeen, Nov. 1955, p.121) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Nov55; KK121117.

Artcarved ... selling ad in Mademoiselle. Bring the young marriage-minded couples into your store by tieing-in with Artcarved's Permanent Value Plan. Jewelry. Card. © 1Feb56; KK119017.

Artcarved's greatest PVP campaign continues with another eye catching ad in Look, March 6th issue ... Jewelry. Card. © 21Feb56; KK120263.

The biggest bridal march of '56 is heading for Artcarved's Permanent Value Plan. Never before in diamond ring history has a sales feature proved so effective. Card. © 1Apr56; KK119021.

For miles and miles around you, June brides will read Artcarved's next ad in Life, May 14 issue ... Jewelry. Card. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10May56; KK120261.

Full page, full color ... Artcarved's next ad in Seventeen, March issue ... Jewelry. Card. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Mar56; KK120260.

The more the merrier. Artcarved keeps pace ... in Mademoiselle, May issue. Jewelry. Card. © 1May56; KK120259.

Only Artcarved brings you three full page ads in Modern bride, House beautiful's guide for the bride and Bride's magazine. Jewelry. Card. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Jul56; KK120257.

Precious beauty, permanent value. Artcarved diamond and wedding rings. (In Life, Aug. 22, 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Aug55; KK119020.

Precious beauty, plus permanent value. Artcarved diamond and wedding rings. Sedgwick set. (In Life, Oct. 24, 1955, p.115) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Oct55; KK121118.

The season's most spectacular ring ad. Artcarved's ... in Seventeen, May issue. Card. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May56; KK120258.

This bride sells for you ... again telling young marriage-minded people in your town about Artcarved's Permanent Value Plan. Jewelry. Card. © 1Feb56; KK119019.

Today and on your silver anniversary, can you be sure of your diamond's value? Artcarved diamond and wedding rings. (In Life, Aug. 27, 1956, p.121) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Aug56; KK119701.

Today, and on your silver anniversary, can you be sure of your diamond's value? Artcarved diamond and wedding rings. (In Mademoiselle, Aug. 1956, p.23) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Jul56; KK119939.

The young girls of today are ring customers tomorrow. Artcarved's full page ad in Seventeen, April issue ... Card. © 1Apr56; KK120262.

WOOD, PAUL. ©

Reduce your overhead. Cartoons. Folder. © 7Jun56; KK117933.

WOODROW CORP. ©

Woodrow Selectopak. Pipe nipples. Complete kit, 11 different sizes. Label. © 18Aug56; KK120166.

WOODS, WILLIAM B. & EDWIN F. HARRIS d.b.a. E-Z DECORATIVE BRICK CO. SEE E-Z Decorative Brick Co.

WOOLLEY, G. N.

An old flame of mine. Furnace. (In Garden Grove news, Garden Grove, Calif., Jan. 8, 1956, p.3) © Glenn Newell Woolley; 8Jan56; KK120093. (See also Grove Furnace; 8Jan56; KK114190)

WORLD TOY HOUSE, INC. ©

The Toy House. Best for infants. Label. © 2Jan56; KK117858.

WORTHINGTON, BRICE.

Sunny days at Sheldon. General merchandise. (In The Sheldon sun, Sheldon, Iowa, Aug. 22, 1956, section 2, p.1) © Brice Worthington & Sheldon Sun Pub. Co. (in notice: Brice Worthington, Sheldon Sun); 20Aug56; KK119917.

WRIGHT, ROSE HELEN d.b.a. WRIGHT STUDIO. SEE Wright Studio.

WRIGHT & MCGILL CO. ©

Big dividends are yours with big volume sale of 5L Yank monofilament fishing line. Folder. Circ. NL-157. Appl. author: Karl E. Gerarden. © 18Dec56; KK121894.

Genuine American made Wright & McGill Eagle Claw loose hooks. Wright & McGill fishing tackle. Circular NL-956. Folder. Appl. author: Karl E. Gerarden. © 3Aug56; KK118799.

Wright & McGill ... announces a new sales tested super silent salesman for you. 5L Yank leader material. Circular NL-1056. Fishing tackle. Folder. Appl. author: Karl E. Gerarden. © 28Sep56; KK119857.

Wright & McGill glass fishing rods. Circular NL856. Folder. Appl. author: Karl E. Gerarden. © 20Jul56; KK118403.

Wright & McGill Stream & Lake spinning reel. Circular NL-1156. Folder. Appl. author: Karl E. Gerarden. © 9Oct56; KK120062.

WRIGHT STUDIO.

Creative uses ... accessories on Japan. Folder. © Rose Helen Wright d.b.a. Wright Studio; 1Oct56; KK121565.

WYANDOT MEAT PRODUCTS, INC. ©

3 cubed beef steaks. Net wt. 7 1/2 ozs. Label. © 25Jun56; KK117747.

WYLER & CO. ©

Instant chicken bouillon makes 21 cups. Net wt. 2 7/8 oz. Label. Appl. authors: Arma S. Wyler & Norbert Schwarz. © 27Jun56; KK117966.

Instant Onions. Pure minced onions. Net wt. 1 1/2 oz. Label. Appl. authors: Arma S. Wyler & Norbert Schwarz. © 3Aug56; KK118716.

WYNN, CLARENCE M. ©

Wynn tune-up for sluggish engines. Chemical additive for automotive use. Label. © 3Jul56; KK118327.

Wynoil quick tune-up fuel additive. Label. © 3Jul56; KK118328.

WYNN OIL CO. ©

Auto-medic fights pyrocarcoolitis. Wynn's radiator additive. Sheet. © 13Jul56; KK118285.

Y

YOUNG (W. T.) FOODS, INC. subsidiary of PROCTER & GAMBLE CO. SEE Procter & Gamble Co.

YOUNGSTOWN KITCHENS DIVISION, AMERICAN RADIATOR & STANDARD SANITARY CORP. SEE American Radiator & Standard Sanitary Corp.

YOUNGSTOWN MANUFACTURING, INC. ©

Superior Metal Trim and accessories. Catalog no.56. 40 p. Appl. author: Charles A. Buckles. © 21May56; KK117790.

Z

ZAIDENBERG, ARTHUR.
Any child can draw and paint. SEE Gabriel (Samuel) Sons & Co.

ZIMMERMAN, H. G.
Greetings from Zims of Florida and sunny Florida. Citrus fruit, jellies, marmalades & candy. 15 p. © Homer George Zimmerman; 10Sep56; KK119918.

ZOTOX PHARMACAL CO. ©
At last, an antidote for poison ivy, oak, sumac. Zotox. (In Life, June 14, 1954, p.116) Appl. author: Dowd, Redfield & Johnstone, Inc. © 14Jun54 (in notice: 1953); KK117928.

RENEWAL REGISTRATIONS

A list, under the names of the renewal claimants, of all prints and labels for which renewal registrations were made during the period covered by this issue. Information relating to both original and renewal registrations is included in each entry. Cross-references from titles are interfiled.

BANCROFT, PAUL.
Mt. Diablo Fruit Farm for fresh pears. © 1Jul29; Label 36469. Paul & Philip Bancroft (P); 16Jul56; R174133.

BANCROFT, PHILIP. SEE Bancroft, Paul.

CALLISON'S, INC.
Robin Hood evergreens. © 1Jul29; Label 36674. Callison's, Inc. (P); 7Sep56; R176418.

COMMERCIAL CREAMERY CO.
Medo Maid eggs. © 28Aug28; Label 34814. Commercial Creamery Co. (P); 19Jul56; R174110.

DAGGETT CHOCOLATE CO.
Beacon Hill. © 7Mar29; Label 35985. Daggett Chocolate Co. (P); 2Jan57; R183396.

GANE BROS. & LANE, INC.
Yes, a Stikflat glue. © 1Aug28; Label 34819. Gane Bros. & Lane, Inc. (P); 5Jul56; R173212.
Yes, a Stikflat glue. © 1Aug28; Label 34820. Gane Bros. & Lane, Inc.; 5Jul56; R173213.

INTERNATIONAL MILLING CO.
Town Crier ready mixed flour. © 26Nov29; Label 37032. International Milling Co.; (P) 20Dec56; R182869.

KAHN'S (E.) SONS CO.
Uncle Sam protects your health. Meats & meat products. © 1May29; Print 11909. E. Kahn's Sons Co. (P); 17Aug56; R175857.

KOF-NO-MOR. SEE Tate-Anderson.

LANDSBERG (WILLIAM R.) RUBBER CO.
Speedway patch. Tube patch kits. © 21Jul28; Label 34751. William Roy Landsberg d.b.a. Wm. R. Landsberg Rubber Co. (P); 17Jul56; R174086.

LANDSBERG, WILLIAM ROY d.b.a. WM. R. LANDSBERG RUBBER CO. SEE Landsberg (William R.) Rubber Co.

LIFSEY, R. J.
Miller's herb extract for a laxative compound. © 2Nov28; Label 35925. R. J. Lifsey (P); 1Nov56; R179390.

LINDSAY RIPE OLIVE CO.
Tulco for ripe olives. © 29Dec28; Label 35811. Lindsay Ripe Olive Co. (P); 13Aug56; R175357.

LIPTON (THOMAS J.) INC. ©
Tea (green label) © 1Oct29; Label 39011. Thomas J. Lipton, Inc. (P); 3Oct56; R177576.
Tea (olive label) © 1Oct29; Label 38910. Thomas J. Lipton, Inc. (P); 3Oct56; R177575.

MEDO MAID EGGS. SEE Commercial Creamery Co.

MILLER'S HERB EXTRACT FOR A LAXATIVE COMPOUND. SEE Lifsey, R. J.

MT. DIABLO FRUIT FARM FOR FRESH PEARS. SEE Bancroft, Paul.

ROBIN HOOD EVERGREENS. SEE Callison's, Inc.

SAW TONE. SEE Sawyer, Horace Maynard.

SAWYER, HORACE MAYNARD.
Saw Tone. Medicinal preparation. © 20Aug29; Label 38367. Horace Maynard Sawyer (P); 28Aug56; R176020.

SPEEDWAY PATCH. SEE Landsberg (William R.) Rubber Co.

STANLEY HOME PRODUCTS, INC. ©
Lots of fun. It's smart to shop at Stanley hostess parties. Stanhome. Household articles & personal grooming aids. (In Ladies' home journal, Sept. 1956, p.160-161) © 25Aug56; KK119413.

TATE-ANDERSON.
Kof-No-Mor. Cough medicine. © 25Aug28; Label 34807. Tate-Anderson (P); 5Jul56; R173168.

TEA. SEE Lipton (Thomas J.) Inc.

TOWN CRIER READY MIXED FLOUR. SEE International Milling Co.

TULCO FOR RIPE OLIVES. SEE Lindsay Ripe Olive Co.

UNCLE SAM PROTECTS YOUR HEALTH. SEE Kahn's (E.) Sons Co.

YES, A STIKFLAT GLUE. SEE Gane Bros. & Lane, Inc.

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